

## LET'S TALK SCIENCE POSITION POSTING

*Position Title:* Manager, Communications and Marketing

*Position Status:* 3-year renewable contract; eligible for benefits

*Closing Date:* Applications are encouraged by 11:59 pm ET on January 24, 2021; however, the position will remain open until filled

### THE OPPORTUNITY

Let's Talk Science (LTS) is an award-winning, national charitable organization focused on education and outreach to support youth development. Through the creation and delivery of unique learning programs and services that engage children, youth and educators in science, technology, engineering and math (STEM), staff and volunteers support learning and skill development. Committed to inspiring and empowering Canadian youth to develop the skills they need to participate and thrive in an ever-changing world, LTS offers programs, resources and services that motivate all ages to fulfill their potential and prepare them for future careers and roles as citizens. Let's Talk Science has excited, inspired and engaged more than 7 million children, youth, educators and volunteers in STEM since its inception.

This position is located in London, ON. However, work from a home office may be negotiable for the right candidate.

We invite you to visit our website [www.letstalkscience.ca](http://www.letstalkscience.ca) to learn more about our organization.

### POSITION

The Manager, Communications & Marketing collaborates with other members of the External Relations team, the President's Office and program staff to develop and execute high-quality communications & marketing strategies and plans that increase the organization's national profile, drive program use and support the funding and stewardship objectives of Let's Talk Science. The Manager, Communications & Marketing also supports the administration of the Communications & Marketing team. This includes, providing day-to-day mentorship and advice to team members and leading work planning for the team.

### Responsibilities:

#### Communications, Media Relations, Promotion: Strategic

- Advance the strategic directions and priorities for the Let's Talk Science brand key messaging for the organization
- Manage communications and marketing initiatives nationally, and for several programs, as assigned
- Develop and lead integrated communications and marketing strategies for Let's Talk Science programs, products and projects; including setting and monitoring progress towards goals
- Understand Let's Talk Science's primary audiences, markets, marketing trends and mechanisms for reaching audiences with key messages
- Foster relationships with Let's Talk Science audiences through communications and marketing initiatives
- Lead, manage, and create content for Let's Talk Science publications
- Manage work with external service providers including, but not limited to, PR agencies, print and graphic design companies
- Plan media relations, social media and web-based communication nationally, and/or for several programs, as assigned

#### Communications, Media Relations, Promotion: Tactical

- Research, plan and prepare content for print and electronic publications
- Produce written materials, including but not limited to e-newsletters, annual reports, stories, web and social media content, communications guides, storyboards and advertising materials as required

- Provide media relations, social media campaigns and web-based communication nationally, and for assigned programs including providing training and acting as the media contact
- Manage marketing and communication initiatives for events including but not limited to, educator conferences, STEM education events and media events
- Oversee and coordinate projects with designers, printers, direct mail distributors, photographers and digital media and coordinate the Let's Talk Science photo library
- Produce designs for communication materials for Let's Talk Science programs, products and projects using the Let's Talk Science branding and integrating a coordinated look across materials
- Create, source and write frequent stories and news updates for corporate and program websites and other uses
- Build relationships with key contacts and maintain records on Let's Talk Science databases, related to Let's Talk Science audiences
- Ensure tracking of media coverage, web analytics, expenditures, inventory of print and promotional materials and communications metrics
- Coordinate and ensure media consent form processes and engage photographers or videographers to take photos and videos as needed for communication purposes
- Review communications materials drafted by program staff and volunteers for quality, consistency and branding
- Ensure translations of communications materials into French as needed
- Ensure updated templates are available, update corporate communications materials as needed
- Coordinate staff or program working group(s) as assigned and provide updates, revisions, and critical path project management
- Work with staff, volunteers and external partners to ensure consistency of branding and messaging across the organization
- Stay current on evolving and emerging trends in communications, and bring to teams

#### Team Administration

- Develop and lead the Communications and Marketing area of the organization, including oversight for budget and work planning; setting and ensuring achievement of targets for related work
- Manage, coach and mentor employees within the Communications and Marketing team and actively participate in recruitment of team members as required
- Prepare reports, including metrics on department activity, reports to the Board, senior leaders and/or funders and work plans and proposals for future activities, working with other team members as appropriate
- Actively participate in the management of Let's Talk Science and its programs, including participating on key committees, attending meetings regularly and bringing forward issues for prioritization, discussion and decision
- Ensure activities under management operate within the policies and procedures of the organization and comply with all relevant legislation and professional standards
- Other duties as requested/required that are within the scope of the position

#### **Requirements/Qualifications**

- Post-secondary education in Communications, Marketing or a related discipline
- At least seven years' experience in communications, marketing and/or public relations
- Experience with project management and developing communications plans
- Experience with leading communications and marketing staff
- Experience and ability in design, graphics and print production
- Experience working with external graphics and print and other multi-media service providers
- Proven ability to write and edit with a range of experience from media releases to program communications
- Knowledge of, and comfort with, French translation process, an asset

- Demonstrated competency with technology and computer/software skills (i.e. Microsoft Office Suite (Word, Excel and Power Point), design software such as Adobe Professional, Illustrator, PhotoShop and InDesign, database management, and comfort switching between Mac & PC environment)
- Willingness to travel to meetings and other events as required
- Bilingual, French-English highly desired

### Skills and Abilities

- Demonstrated competence with website design or content management systems and web-based communications tools
- Demonstrated ability to act mentor and provide guidance to junior team members
- Ability to manage a virtual team while maintaining the flexibility to adapt to the changing circumstances and priorities of a dynamic and growing organization
- Ability to work well under pressure and meet deadlines, while maintaining accuracy and attention to detail
- Excellent planning and organizational skills with ability to take initiative and coordinate work on multiple projects
- Ability to operate on a strategic level including foreseeing potential impacts of the operating environment and managing risk
- Excellent negotiation and interpersonal skills, with a high degree of tact and diplomacy
- Ability to communicate effectively both verbally and in writing
- Able to build and maintain lasting relationships with key business partners and customers
- Strong critical thinking, problem solving and decision-making skills along with demonstrated creativity
- Discretion and the ability to maintain confidentiality
- Knowledge of CP style and information privacy regulations
- Knowledge of the national business community, publicity and promotions
- Ability to work outside regular hours on occasion

### Working Relationships

The Manager, Communications & Marketing reports to the Vice President, External Relations and has oversight for the Communications and Marketing team. The incumbent works closely with the President and staff in Finance and Administration, Digital Platforms, Information Systems and Fund Development functions. The Manager, Communications & Marketing collaborates regularly with program staff and leads Let's Talk Science's relationship with communications and marketing vendors and other partners.

Interested candidates should submit their resume and cover letter including salary expectations, and quote "Manager, Communications and Marketing" as outlined below. The position will remain open until filled; however, applications are encouraged by **11:59 p.m. ET on January 24, 2021 to:**

Shawna Agathos

Human Resources Generalist, Let's Talk Science

1510 Woodcock Street, Unit 12, London, ON N6H 5S1

Or via email: [hr@letstalkscience.ca](mailto:hr@letstalkscience.ca) (please submit all documents in one pdf file)

FAX: (519) 474-4085

*Let's Talk Science is committed to building a diverse workforce reflective of Canadian society and invite applications from all qualified individuals. Let's Talk Science is committed to employment equity and diversity in the workplace, and welcomes applications from members of racialized groups, Indigenous persons, persons with disabilities, and persons of any sexual orientation, gender identity or gender expression. Accommodations are available for applicants with disabilities throughout the recruitment process. If you require accommodations to assist you with any aspect of the hiring process, please contact the Human Resources Coordinator listed above to arrange reasonable and appropriate accommodation measures which will enable you to be assessed (or "to participate") in a fair and equitable manner. While we appreciate all applications, only those invited for an interview will be acknowledged.*