

LET'S TALK SCIENCE POSITION POSTING

Position Title: Marketing Specialist, French Language Programming

Position Status: Two-year full-time renewable contract. It includes:

- Competitive pay
- Comprehensive group benefit package

Closing Date: Position will remain open until filled; however; applications are encouraged by 11:59 pm ET on January 30, 2022.

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, Let's Talk Science 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 9 million children, youth, educators and volunteers in STEM since its inception.

We invite you to visit our website www.letstalkscience.ca to learn more about our organization.

POSITION

The Marketing Specialist, French Language Programming is responsible for providing insight in support of all marketing initiatives to ensure audience reach and drive program use to existing and prospective French language audiences. They are also responsible for ensuring quality and consistency – but not translation - for all French language marketing and communications materials produced. The Specialist works with colleagues from across the organization in English and French.

Responsibilities:

Planning

- Support the strategic direction and priorities established for the Let's Talk Science brand and programs as related to the French language audience.
- Develop French audience marketing recommendations in support of marketing plans developed for all programs.
- Manage the development of French language email, social media, print and web-based communication nationally, and/or for programs and events.
- Work in conjunction with other Marketing and Communication team members to develop the quarterly social media calendar for your portfolio, providing input to program focus, content and design direction.
- Develop relationships with key French language audiences and stakeholders including publications, media outlets, associations, and educator groups to expand engagement.

Development and Delivery

- Provide input to the research, planning and preparation of creative concepts for marketing tactics (including, but not limited to: e-newsletters, advertisements, websites, emails, videos, and digital ad campaigns) to ensure French language audiences are reflected.
- Write and edit French marketing and communications content, including advertising copy for print, digital and social media.
- Review French language content for website pages for all programs within the assigned portfolio.
- Manage marketing and initiatives for French language events including but not limited to, educator conferences, and STEM education events.

- Review French language marketing and communications materials for quality, consistency and branding.

French Language Oversight

- Responsible for the validation of all French language translations of marketing and communications materials (content is translated externally).
- Work closely with outside agencies and in-house support to ensure content is effectively translated.
- Oversight for maintaining the French Word Authority; collaborate with program representatives to ensure alignment on terms as added.
- Identify regional and audience segment language needs related to French language content.

Analytics & Analysis

- Analyze engagement with French language marketing efforts including social media, print and digital media and email newsletters.

Requirements/Qualifications

- University and/or College degree in Marketing or a related discipline.
- Minimum five-years experience in a similar French first-language role or in an agency setting.
- Professional certifications in Marketing, Writing/Editing, or a related field will be considered an asset.
- Demonstrated skills in writing, developing, validating and editing marketing and communications content in French.
- Acute understanding of social media platforms and specifically with regards to French language audiences.
- Exceptional attention to detail with excellent planning and time management skills while working independently and with ambiguity.
- Bilingual, French first language with ability to work in an English environment.

Skills and Abilities

- Evidence of initiative, accountability, creativity, team-work, tact and diplomacy.
- Demonstrated superior analytical, research and organizational skills.
- Ability to organize work activities to meet assigned responsibilities.
- Ability to work outside regular hours on occasion.
- Knowledge of the diverse French language communities in Canada.
- Discretion and the ability to maintain confidentiality.
- Knowledge of the national business community, publicity and promotions.
- Experience working with translation firms and suppliers.

Working Relationships

The Marketing Specialist, French Language Programming reports to the Director, Marketing. The incumbent works closely with the Manager, Communications, other Marketing and Communications team members, and collaborates regularly with staff across the organization.

Let's Talk Science has a mandatory COVID-19 vaccination policy in place. Therefore, it is expected that the successful candidate will produce confirmation of vaccination or proof of a valid human rights exemption.

Let's Talk Science's national office is in London, Ontario but applicants from across Canada are invited to apply. Interested candidates should submit their resume and cover letter (including salary expectations) quoting "Marketing Specialist, French Language Programming" as outlined below by 11:59 pm ET on January 30, 2022 to:

Shawna Agathos

Human Resource Generalist, Let's Talk Science

1510 Woodcock Street, Unit 12 London ON N6H 5S1

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

FAX: (519) 474-4085

Let's Talk Science invites applications from all qualified candidates. We are committed to employment equity and building a diverse workforce reflective of Canadian society and especially welcome applications from racialized persons / persons of colour, women, Indigenous persons, persons with disabilities, LGBTQ2S+ persons and others who may contribute to the diversification of ideas. Accommodations are available for applicants with disabilities throughout the recruitment process. If you require accommodations, please contact the Human Resources representative listed above. Please also note that applicants must be legally entitled to work in Canada. We thank everyone for their expression of interest and are truly appreciative of the time individuals put into applying. However, with the limitations on time only those selected for an interview will be contacted.