



## **Director, Communications**

We are currently seeking an extraordinary communications professional to lead and manage communications for Genome Canada. As the Director of Communications, you will be responsible for the planning, development and implementation of communications plans and strategies for the purpose of promoting Genome Canada and contributing to its strategic positioning with target audiences. You will also be responsible for the development of policies, guidelines, standards and performance metrics to provide support, advice and provide guidance in the delivery of communications services. The plan and its execution will be guided by the organization's strategic vision and objectives and will position Genome Canada as a dynamic, innovative research organization.

Our ideal candidate will be a dynamic, motivated professional looking to innovate new and effective means of communicating with stakeholders and who can link activities and tactics to organizational objectives. Reporting to the Vice President of Public Affairs and Communications, the Director will thrive in a collaborative and cooperative environment with colleagues while driving projects independently. An exceptional attention to detail and the ability to manage multiple projects concurrently will be essential, as will the ability to work in English and French.

### **Key Responsibilities:**

- Develop and implement annual communications plans and strategies;
- Develop, implement and evaluate corporate communication initiatives and projects in digital and social media, media relations, internal and external communications, product development, and advertising;
- Stay abreast of emerging issues pertinent to Genome Canada, and develop and implement policies, procedures and key messaging for crisis communications and issues management;
- Provide communications counsel to the President and CEO and the senior management team;
- Direct and coordinate publications and editorial services including the organization's annual report, corporate plan, website, writing services and translations;
- Manage media relations including, ensuring that Genome Canada stories receive fair representation and coverage; coordinating news conferences and press releases; media monitoring and analyses as needed;
- Direct the updating and maintenance of Genome Canada's website and social media and coordinate content with the goal of keeping it current and relevant to Genome Canada's policy stakeholders, scientific community, partners and the general public;
- Establish and maintain dynamic relationships and solid networks with communications counterparts in the Genome Centres, government, and other key stakeholder groups;
- Develop, track and report on metrics as they relate to the impact of Genome Canada's communications;
- Prepare briefing notes and/or presentations for Board of Directors and senior management meetings;
- Provide and prepare input to the budgeting, accounting, planning, reporting and evaluation initiatives and processes of assigned projects and initiatives;

### **Qualifications:**

- University degree or equivalent combination of education and experience;
- Demonstrated experience in communications, marketing, journalism or other relevant field of study;
- Minimum of five years of relevant work experience in developing and implementing communications plans and strategies and generating communication products;

- Well-versed in all forms of organizational communications, including creative design and printing, social media, branding, marketing, public relations;
- Significant familiarity and facility with digital media including video, social media, and web communications;
- Experience in managing small- and large-scale projects (delivery of results on time and on budget) including work planning and coordination;
- Functional ability in English and French is essential.

**About Genome Canada:** Genome Canada is a not-for-profit organization, funded by the Government of Canada, that acts as a catalyst for developing and applying genomics and genomic-based technologies to create economic and social benefits for Canadians. We connect ideas and people across public and private sectors to find new uses for genomics, invest in large-scale science and technology to fuel innovation, and translate discoveries into solutions across key sectors of national importance. Key sectors include health, agriculture and agri-food, forestry, fisheries and aquaculture, the environment, energy and mining.

### **Application Process**

To apply, forward your covering letter and resume (as one document) with the subject heading “Director, Communications” in the subject line to [HR@genomecanada.ca](mailto:HR@genomecanada.ca). Please entitle your resume attachment with your first and last name. Closing date for priority selection is **July 19, 2019**, however we will continue to accept resumes after this date until the position is filled.

Individual accommodations due to a disability are available on request for candidates taking part in all aspects of the selection process.

All qualified applicants will receive consideration for employment without regard to age, race, religion, ethnicity, gender, disability, citizenship status, marital status, actual or perceived sexual orientation.

Data shows that women more frequently do not apply to a job because they do not feel they meet all the qualifications listed. View this description as a general overview, but not a mandatory comprehensive list. If you feel passionate about our efforts and believe that you have the skills to contribute and lead in this role, apply!