

Job Posting: Communications Lead (Smart Prosperity Leaders' Initiative)

Position Type: Full time, contract
Salary Band: \$58,000 - \$68,000
Location: Ottawa, Ontario
Start Date: February 2018
Deadline: January 14, 2018

Background:

Smart Prosperity Institute (formerly Sustainable Prosperity) is a national research network and policy think tank based at the University of Ottawa. We deliver world-class research and work with public and private partners – all to advance practical policies and market solutions for a stronger, cleaner economy. More info at: institute.smartprosperity.ca

Smart Prosperity Institute also serves as the secretariat for the high-profile Smart Prosperity Leaders' Initiative, launched in 2016 by a coalition of respected Canadian leaders from business, think tanks, labour, Indigenous Peoples, youth, and NGO communities. Its purpose: to harness new thinking to accelerate Canada's transition to a stronger, cleaner economy. More info at: smartprosperity.ca

Position Overview:

As **Communications Lead** for the Smart Prosperity Leaders' Initiative you will be responsible for building the profile and coordinating the outreach activities of this important project. That means designing and implementing up to three major communications campaigns per year that revolve around a research product launch, while promoting Leader messaging all year round.

Success will be measured by growth in our audience (primarily general public and private sector) in addition to popular adoption and currency of Leader messaging. The primary tools at your command will include traditional media relations, digital and social media storytelling, and event partnerships.

Specific Accountabilities:

- Design communications campaigns that activate the Leaders group and that use tools such as op-ed and article submissions, TV and radio media placements, social media "shareables", infographics, blogs, events and speeches, newsletters, videos, webinars, website editing and open letters
- Provide regular reports on communications activities using available analytics and indicators, and provide insights for future communications planning
- Establish and manage a strong contact management system for measuring and monitoring audience growth and outreach
- Act as a point of contact for Leaders, media, policymakers and general inquires to facilitate responses, requests, and make referrals to subject matter experts when necessary
- Participate in internal and external meetings and events in order to facilitate outreach, engagement, and collaboration
- Execute an annual communications review of all communications activities, tools and processes related to the Smart Prosperity Leaders' Initiative

Education:

- Post-secondary degree or diploma in environment, journalism, communications, or business and with an interest in sustainability, or equivalent combination of education, training and experience.

Experience & Competencies:

- Minimum of 5 years' work experience
- Experience developing and implementing high-impact communications plans and campaigns
- Advanced writing and editing skills, including the ability to translate complicated concepts into easy-to-digest articles and messages for policy, media, private sector and general audiences
- Skilled with media pitching as well as media monitoring, developing media lists, and carrying out effective media and stakeholder relations
- Experience managing contact management systems
- Professional experience with the following tools: Twitter, Facebook, LinkedIn, and MailChimp newsletters
- Experience with web editing (Drupal, Wordpress), videography, and graphic design (Adobe Creative suite) are assets
- Experience coordinating with multiple project partners and/or stakeholder interests to develop a stronger product
- Strong attention to detail and capable of working on multiple projects at the same time
- Lots of energy, self-motivation, and quick learning on the job

Language:

- English mandatory. Bilingualism is an asset.

By joining Smart Prosperity Institute, you will become an employee of the University of Ottawa. We invite you to consult the University's benefits and policies for Non-Union Support Staff:

<https://www.uottawa.ca/administration-and-governance/policy-47-working-conditions-short-medium-and-long-term-non-union-contractual-employees-research-and>

To apply for this position, please email the following materials to Eric Campbell,

eric@smartprosperity.ca:

1. CV with one-page cover letter
2. Links to any publicly visible social media accounts and websites currently under your management
3. Links or attachments for up to 3 relevant work samples

The deadline for applications is **January 14, 2018**.

We thank all candidates for their interest. Only candidates selected for an interview will be contacted.