

## Communications Coordinator

### Who We Are

The Canadian Research Knowledge Network (CRKN) is a partnership of Canadian universities, dedicated to expanding digital content for the academic research and teaching enterprise in Canada. Through the coordinated leadership of librarians, researchers, administrators and other stakeholders in the research community, CRKN undertakes large-scale content acquisition and licensing initiatives in order to build knowledge infrastructure and research and teaching capacity in Canada's universities.

On April 1<sup>st</sup>, 2018 CRKN merged with Canadiana.org which has allowed our teams to cohesively pursue a united and coordinated strategy to leverage Canadian heritage and scholarly content. As a merged organization, CRKN will continue its core licensing activities for scholarly journal content, while expanding support for the digitization, access and preservation of Canadian heritage content through the services of Canadiana.

### The Role

Reporting to the Director, Marketing and Stakeholder Engagement, the Communications Coordinator provides support of internal and external communications of all CRKN's tools, services, and products. A skilled writer, the Communications Coordinator creates content that highlights the work of CRKN with members, stakeholders, and users that is executed through multiple communications channels. The Communications Coordinator has experience writing for the web, including website copy, and social media, and is familiar with digital marketing best practices. The Communication Coordinator supports the CRKN marketing program and is often the first point of contact for new digitization partners. By coordinating the CRKN social media presence, the Communications Coordinator stays up to date with the latest developments and news in the academic library and scholarly communication landscape and uses social media to promote the work of CRKN and its members.

The successful candidate plays an important role in supporting administration and governance, including minute taking, preparation and distribution of meeting packages, and assisting in planning for CRKN's Annual General Meeting. The Communication Coordinator has an interest in and knowledge of the academic library, heritage, and research communities.

### Duties and Responsibilities

#### Communications (40%)

- Participate in the development and support the implementation of a communication strategy for CRKN
- Write corporate updates, announcements, and meeting and event summaries; circulate to the target audience
- Support the stakeholder engagement strategy (e.g. meeting preparation; preparation of meeting briefs)
- Support the preparation of corporate publications such as Annual Reports
- Edit and revise text prepared by colleagues, in both official languages, to ensure consistent messaging and positioning
- Create and oversee the CRKN style guide
- Plan, write, and edit website content, reviewing regularly to ensure content is accurate and up to date
- Coordinate the CRKN newsletter; enhance CRKN's email program
- Update, and design PowerPoint presentations
- Support webinars, including planning and logistical coordination
- Support the creation of surveys and evaluation of survey results

- Work effectively with colleagues across the organization to extract and communicate key messages about projects, tools, and services

## **Marketing (25%)**

- Support the promotion of the Canadiana services through the creation of marketing copy, email marketing, and other promotional efforts
- Act as the first point of contact for new digitization and preservation partners and clients; coordinate digitization project tracking and follow-up with partners and clients, as needed
- Coordinate's CRKN visuals and graphics, including sourcing or creating images and graphics for newsletters, presentations, promotional material, and posters
- Coordinate updates to the CRKN brand guidelines; ensures brand assets and templates are organized and up to date
- Work with digitization partners and clients to promote their projects
- Coordinate marketing events, sponsorship, booth participation

## **Social Media (15%)**

- Create social media campaigns to support CRKN's strategies and projects
- Post to and monitor CRKN's social media profiles (Twitter, Facebook, LinkedIn)
- Create engaging content that makes use of the latest social media approaches and strategies, included but not limited to short video clips, graphics, and gifs
- Ensure social media content is aligned with CRKN branding and messaging; maintain professionalism and tact at all times
- Regularly report on social media analytics
- Respond to general user enquiries through social media, liaising with the CRKN team, as needed

## **Governance and Administrative Support (20%)**

- Support in the preparation of meeting packages
- Take meeting minutes, as required
- Under the guidance of the Office Administrator and Event Coordinator, support the coordination of committee meetings
- Under the guidance of the Office Administrator and Event Coordinator, provide event planning support
- Issuing calls for nominations and coordinating the process of new task groups
- Assist in event planning and coordination of the CRKN Annual General Meeting
- Support other governance and administrative functions as required

In a small team environment everyone is expected to work towards overall CRKN goals and at times a team effort is required that may involve taking on tasks outside the normal or expected scope of their role. Other duties may be assigned as required.

## **Qualifications:**

The ideal candidate will possess the following qualifications of education, experience and skills:

- Minimum of a postsecondary degree in a relevant field such as communications (a degree in library and information studies, museum studies or archives would be considered an asset)
- A minimum of 2 years' experience in a similar role

- Bilingual; proficiency in English and French, written and spoken, is highly desirable
- Advanced writing skills: website content, presentations, speaking notes, meeting summaries, event recaps
- Have a solid understanding of traditional, social and new media; familiar with a multi-channel communications and marketing approach
- Excellent social media skills, including social media strategy and analytics
- Aptitude with content management systems (Drupal preferred)
- Previous graphic design experience and familiarity with the Adobe Creative Suite is an asset
- Experience in digital marketing, including social media marketing and email marketing, specifically using MailChimp
- Team player with demonstrated ability to adapt to changing environments and multiple deadlines, and to work well under pressure with discretion, tact, and good judgement
- Demonstrated ability to work independently with a strong sense of ownership to achieve results for the overall organization
- Ability to travel on occasion when required
- Desire to work as part of an internationally recognized team

## Benefits

CRKN offers a generous benefits package including vacation, health and dental benefits, and pension match.

## Term

Full-time, Permanent

## Location

Ottawa, Ontario

## To Apply

Please send a letter of application and resume via email to:

Canadian Research Knowledge Network  
Attn: Rebecca Ross, Director of Marketing and Stakeholder Engagement  
Email: [hr@crkn-rcdr.ca](mailto:hr@crkn-rcdr.ca)

(Please reference **Communications Coordinator** in the e-mail subject)

**Closing date: January 25, 2019**

We thank all applicants for their interest in CRKN, however only those candidates selected for an interview will be contacted.

*CRKN is an equal opportunity employer, with policies and practices intended to build an inclusive and accessible work environment. If you require accommodation during the recruitment process, please include in your cover letter when applying for the position and all efforts to provide the appropriate accommodation will be put into place.*