



Canadian Research
Knowledge Network

Réseau canadien
de documentation
pour la recherche

Director, Communications and Engagement

The Director, Communications and Engagement is an experienced and dynamic professional responsible for driving strategic engagement with CRKN member and external stakeholder communities. Stakeholders include Canadian university libraries and researchers, other members of the galleries, libraries, archives, and museums (GLAM) community, members of the digital research infrastructure community, funding agencies, government, and media. The Director, Communications and Engagement will lead the evolution of CRKN's collaborative projects and partnerships, and will work closely with the Executive Director to guide the development of the strategic plan, and to track and regularly report on progress towards strategic objectives. In addition, the Director, Communications and Engagement develops and delivers communication and marketing strategies to increase awareness of and engagement with CRKN's diverse portfolio of programs and services.

This position requires a service-oriented individual with proven success in expanding engagement with stakeholder communities, experience in brand development and marketing, an understanding of the academic library, archival, and research communities, and an innovative approach to strategy development. The Director, Communications and Engagement manages the Communications Coordinator, the Heritage Projects and Partnerships Coordinator, and the Manager, Canadian Persistent Identifier Community.

Duties and Responsibilities

Stakeholder Engagement Strategy (30%)

- Develop and deliver a strategic engagement strategy targeting the various intersecting internal, member and stakeholder communities
- Working with the Executive Director develop and maintain engagement with external stakeholders such as the Tri-Agency, CFI, Universities Canada, and CARL
- Implement the CRKN strategy, delivering on engagement and communication priorities to support the vision and strategic objectives of the organization, including being a catalyst for innovation and development
- Advance the CRKN profile in the community through participation in external committees and working groups

Communications and Engagement (30%)

- Direct the Engagement team in delivering strategic communications campaigns that support CRKN's goals and objectives
- Direct CRKN's communication presence through the website, social media and other channels, as well as monitoring channels to identify trends, opportunities and potential issues that relate to the CRKN
- Oversee the creation and maintenance of marketing and communications assets (e.g. slide decks, graphics, templates) for the use of CRKN staff and members that position CRKN and its services appropriately within its member and stakeholder communities
- Oversee the CRKN brands and website enhancement projects

- Direct writing projects, including the annual report, news materials and press releases
- With the support of the Preservation and Access Committee, develop and implement communications and engagement strategy for CRKN's digitization, preservation, and hosting services
- Identify communications and engagement opportunities and initiatives that profile platform and collection enhancements
- In collaboration with the Content Strategy Committee, develop and lead the team in the implementation of an engagement strategy for licensing outcomes
- Direct the annual CRKN Conference and lead the internal conference planning team

Partnerships and Special Projects (25%)

- Strengthen and support partnership with other organizations in the digital research infrastructure or GLAM communities which help to advance the vision and strategic objectives of CRKN
- Direct the ORCID-CA partnership by managing the Manager, Canadian Persistent Identifier Community, leading the relationship between CRKN and ORCID, and overseeing the governance of ORCID-CA
- Direct the DataCite Canada partnership by leading the relationship between CRKN, DataCite, and NDRIO (through Portage), and overseeing the governance of DataCite Canada
- Direct the Secretariat support of the National Heritage Digitization Strategy (NHDS) by managing the Heritage Projects and Partnerships Coordinator, and overseeing the governance of NHDS
- Contribute to partnerships that advance CRKN's mission and strategic goals, and other open access projects and partnerships
- Identify opportunities for CRKN to strengthen our EDI objectives while also supporting the EDI objectives of members, the [Tri-Agency](#), CFI and [Universities Canada](#)
- Identify grant and funding opportunities and facilitate the application process, coordinating with other members of the team
- Oversee external contractors as needed for special projects and funding opportunities

Strategic Planning (15%)

- Develop and manage the strategic planning process, identifying and working with contractors as needed to facilitate focus groups and engagement
- Articulate strategic actions that meet the goals and objectives defined in the strategic plan
- Develop the annual plan and track process of operationalized annual plan
- Track progress towards strategic objectives and maintain our reporting mechanism for the Board
- Provide strategic recommendations regarding CRKN's programs and services and collaborate with CRKN's management team on strategy and engagement opportunities

In a small team environment each individual 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

- Minimum of a post-secondary degree in a field such as library and information studies, communications or marketing with demonstrated, relevant experience. Those with education and experience in a comparable field may be considered.
- Minimum 5 – 7 years of progressively responsible experience, and familiarity with academic libraries and/or the research sector and/or the GLAM sector.

- Demonstrated ability to think critically and constructively to position the organization, product or idea within the context of a higher-level strategy.
- Exceptional verbal communication and interpersonal skills. Demonstrated ability and experience in establishing and leveraging effective working relationships across multiple and diverse communities, organizations and levels within organizations.
- Exceptional writing, editing and presentation skills with very strong attention to detail and specific experience with developing communications products in both print and electronic media.
- High level of initiative and strong sense of ownership to achieve results for the overall organization.
- Demonstrated project management skills.
- Ability to prioritize effectively and accomplish tasks in a dynamic, unstructured environment, with demonstrated ability to adapt to multiple deadlines, and to work well under pressure with discretion, tact and good judgement.
- A service mindset and a team approach to working with colleagues.
- Experience overseeing a corporate website and social media presence.
- Ability to travel to attend and represent CRKN at stakeholder, industry or member conference or events
- Not for profit governance experience is considered an asset.
- Grant writing experience is considered an asset.
- Bilingual; proficiency in English and French, written and spoken, is highly desirable.

Term

This is a full-time, permanent position.

Location

CRKN's offices are located in Ottawa, Ontario. Remote work may be considered for this role.

To Apply

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

Canadian Research Knowledge Network
Attn: Clare Appavoo, Executive Director
Email: hr@crkn-rcdr.ca

Please reference Director, Communications and Engagement in the email subject

Closing date: August 27, 2021

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.