Communications Coordinator

Summary

The Communications Coordinator is a skilled writer and storyteller who creates engaging and persuasive content across multiple communications channels to highlight the work of CRKN with members, stakeholders, and users. Reporting to the Manager, Strategy and Engagement, the Communications Coordinator develops and coordinates internal and external communications for all CRKN’s programs, tools, and services. The Communications Coordinator has experience writing for the web, including website copy and social media, and is familiar with digital communications best practices. By coordinating the CRKN social media presence, the Communications Coordinator creates written and visual content for CRKN’s social channels, monitors community engagement and conversations across the channels, and reports on relevant topics and analytics. As a member of the Engagement team, the Communications Coordinator supports member engagement events like the Member Summit and Virtual Conference.

Duties and Responsibilities

Communications (55%)
- Plan, write, edit, review, and post content tailored for different audiences about CRKN’s programs and services; ensure all content is aligned with CRKN branding and messaging; suggest communications opportunities to the Engagement team
- Support the preparation and dissemination of corporate publications such as the Annual Report
- Lead content updates and development of the CRKN corporate website and, with direction from the Manager, Strategy and Engagement and Strategic Communications Advisor, ensure website is accurate, regularly updated, and presents a coherent and cohesive vision of CRKN
- In collaboration with the Heritage Engagement Specialist, develop content related to CRKN on the Canadiana website
- Edit and revise text prepared by colleagues, in both official languages, to ensure consistent messaging and positioning
- Update and maintain the CRKN style guide, and support colleagues to ensure that the style guide is applied to all CRKN communications
- Work effectively with colleagues across the organization to extract and communicate key messages about projects, tools, and services
- With guidance from the Manager, Strategy and Engagement and Strategic Communications Advisor, create social media campaigns to support CRKN’s strategies and projects
- In alignment with the overall communications strategy, create engaging content for CRKN’s social media channels (currently Twitter/X, Facebook, LinkedIn, and Instagram) that uses the latest social media approaches and strategies, including but not limited to video, graphics, and gifs
- Monitor CRKN’s social media channels and respond to general user enquiries through social media, liaising with colleagues as needed
- Pull, analyze, and report on data related to CRKN’s communications channels to monitor the efficacy of our communications
- Use internal project management tool to effectively collaborate with team members, streamline workflows, and capture and plan communications and engagement activity
- Write and edit committee and Board updates on communications and engagement activities
Engagement (25%)
- With guidance from the Manager, Strategy and Engagement and working closely with the Manager, Administrative and Corporate Services for event logistics, drive the planning of the CRKN Virtual Conference and the CRKN Member Summit
- Serve as staff lead for the Conference Planning Committee
- Create speaking notes and presentations for CRKN management and staff speaking opportunities
- Create engaging visual ways to tell the CRKN story across multiple channels
- Support the stakeholder engagement strategy (e.g. meeting preparation; preparation of meeting briefs)
- Support webinars, workshops, and other engagement events, including planning and logistical coordination, in consultation with the Manager, Administrative and Corporate Services
- Support the creation of surveys and evaluation of survey results
- Attend and represent CRKN at stakeholder, industry, or member conferences and events as required

Brand (15%)
- Ensure brand assets and templates are organized, up to date, and simple for staff to use; develop new templates and provide training as appropriate
- Coordinate CRKN visuals and graphics, including sourcing and creating images and graphics for newsletters, presentations, promotional material, social channels, and posters
- Review presentations to ensure that their design and style appropriately represents the CRKN brand
- Coordinate all print materials, including business cards, event signage, and promotional materials
- Liaise with external design firm as needed to coordinate larger design projects and brand updates
- Coordinate updates to the CRKN brand guidelines

Governance and Administrative Support (5%)
- Participate in CRKN governance meetings as directed by the Manager, Strategy and Engagement, including providing written and verbal updates on communications and engagement work, supporting meeting coordination, preparing meeting packages, and taking meeting minutes
- Support other governance and administrative functions as required

In a small team environment, every 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:

The ideal candidate will have strong communications knowledge and skills and an interest in and knowledge of the gallery, library, archives, museums (GLAM) sector, and the research sector. Other relevant and desired education, experience, and skills include:

- Graduate from a post-secondary institution in a communications-related area, or an equivalent combination of education and experience
- 1+ years of experience working in communications
- Bilingual; proficiency in English and French, written and spoken, is highly desirable
- Advanced writing skills, including experience writing website content, social media content, presentations, speaking notes, meeting summaries, and/or event recaps
- Strong understanding of traditional, social, and new media; familiarity with a multi-channel communications and marketing approach
- Excellent social media skills, including content creation and analytics
- Ability to transform text-only content into engaging content incorporating visuals and text
- Aptitude with content management systems (Drupal preferred)
- Experience planning conferences, virtual meetings, webinars, and workshops would be an asset
- Graphic design skills and familiarity with the Adobe Creative Suite would be an asset
• Experience using project management tools (eg., Asana) for communications and engagement projects would be an asset
• 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
• Demonstrated ability to collaborate effectively with team members, work autonomously, and draw on manager and senior colleagues for support and strong understanding of when to use which tactic to effectively drive your projects forward
• Ability to travel on occasion when required
• Ability to obtain Government of Canada reliability status.

**Salary scale**
This position falls within the P1 category with a salary range of $65,280-70,000

**Term**
Full-time, Permanent

**Location**
The CRKN office is located in Ottawa, Ontario, however, the team works primarily in a virtual environment.

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

Canadian Research Knowledge Network  
Attn: Claire Duncan, Manager, Strategy and Engagement  
Email: hr@crkn-rcdr.ca

Please reference Communications Coordinator in the email subject.

**Closing date:** December 15, 2023

CRKN welcomes and encourages applications from all qualified individuals, including but not limited to women, members of Indigenous, Black, and racialized communities; Two-Spirit, non-binary, trans, lesbian, gay, bisexual, and queer people; people with disabilities; and members of other equity-deserving groups. All qualified candidates are welcome to apply; however, priority will be given to Canadian citizens and permanent residents.

CRKN is committed to an inclusive, accessible and welcoming hiring process that provides reasonable accommodation to all applicants. Please advise Claire Duncan (hr@crkn-rcdr.ca) should you require any accommodation to participate in this posting, recruitment, selection and/or assessment processes.

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