



Canadian Research
Knowledge Network
Réseau canadien
de documentation
pour la recherche

Communications Specialist, Canadian Persistent Identifier Community

Summary

Reporting to the Senior Manager, Strategy and Engagement, and under the supervision of the Manager, Canadian Persistent Identifier Community, the Communications Specialist develops and coordinates external communications for CRKN's Persistent Identifier (PID) Program. A skilled writer who loves to translate technical ideas into plain language, the Communications Specialist creates content across multiple communications channels to highlight the work of CRKN's PID Program with members, stakeholders, and users. The Communications Specialist has experience writing for the web, including website copy and social media, and is familiar with digital marketing best practices. By coordinating the PID Program's social media presence, the Communications Specialist stays up to date with the latest developments and news related to PIDs in the academic library, scholarly communication, and GLAM landscape and uses social media to promote the work of the PID Program, its partners, and its members. The Communications Specialist has an interest in and knowledge of the academic library and research communities and experience in research and scholarly communication is desirable. Please note that bilingualism (English and French) is required for this position.

Duties and Responsibilities

Communications (55%)

- Plan, write, edit, review and distribute member and external messaging and campaigns about CRKN's PID programs and services across all CRKN and PIDs channels
- Identify communications opportunities that support CRKN's and the PIDs team's strategic objectives and develop plans to execute on these opportunities
- In alignment with the overall communications strategy, develop social media strategy for PIDs and post PIDs content to CRKN's social media channels, maintaining professionalism and tact at all times
- Suggest, develop, and draft content related to PIDs for CRKN's newsletter
- Collaborate closely with our main PID program Partner, the Digital Research Alliance of Canada (the Alliance) and their communications team to promote events, resources, recommendations, and more
- Participate in the internal conference planning committee for CRKN's annual Virtual Conference to ensure that PIDs are part of the overall programming
- Support the development and translation of slide decks for PIDs sessions at CRKN's Annual Member Summit
- Support the translation of CRKN PID Program communications
- Lead the preparation and dissemination of corporate publications such as Annual Reports for the PID Program
- Draft new content, develop effective ways to deliver content, and maintain accuracy on the PIDs webpages on the CRKN corporate website, in alignment with overall website strategy
- Edit and revise text prepared by colleagues, in both official languages, to ensure consistent messaging and positioning
- Support the creation of surveys and evaluation of survey results for the PID Program
- Work effectively with colleagues across the organization to extract and communicate key messages about projects, tools, and services
- Develop infographics to help visualize and communicate the state of PIDs in Canada; tell data-driven stories

PID Community Engagement (45%)

- Under the guidance of the Senior Manager, Strategy and Engagement and Manager, Canadian Persistent Identifier Community, support a bilingual stakeholder engagement plan and recruitment communications strategy for ORCID-CA, DataCite Canada, and the National PID Strategy.
- Coordinate calls and webinars in English and French for a variety of target audiences (e.g., prospective ORCID-CA and DataCite members, current members preparing for technical integrations, faculty, administrators, funders, etc.), including planning and logistical coordination
- Develop presentations in English and French on ORCID and DataCite for both internal and external stakeholder audiences, including for national conferences, ORCID-CA and DCAN member institutions, funders, and researchers.
- Foster community engagement through PIDs-specific channels (ORCID-CA Slack, ORCID-CA Listserv, ORCID-CA Member Materials Google Drive, DCAN Google Group, and Google Drives for all three PID committees); develop strategy for assessing the efficacy of these channels and how to use them most effectively
- Develop bilingual training materials, resources, and guides for members to use within their institutions, by adapting existing and creating new ORCID, DataCite, and PID materials suited to the Canadian context
- Support program development for an annual in-person full-day event for the Canadian PID Advisory Committee (CPIDAC)

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:

- Graduate from a post-secondary institution in a communications-related area, or an equivalent combination of education and experience
- A minimum of 2 years' experience in a similar role
- Bilingual; proficiency in English and French, written and spoken
- Advanced writing skills, including experience writing website content, social media content, presentations, speaking notes, meeting summaries, and/or event recaps
- Experience communicating complex and technical topics in plain language
- Expertise in different engagement and communications channels and touchpoints and when and how to use them effectively
- Excellent social media skills, including social media strategy and analytics
- Aptitude with content management systems (Drupal preferred)
- Ability to transform text-only content into engaging content incorporating visuals using design tools like Canva
- Experience planning conferences, virtual meetings, webinars, and workshops 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 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 Professional 2 category with a salary range of \$ 80,000-\$ 85,000.

Term

One-year, renewable pending continuation of funding.

Location

The CRKN office is located in Ottawa, Ontario, however, the team works primarily in a virtual environment. Applications are welcome from candidates anywhere in Canada, however occasional travel to Ottawa is required.

To Apply

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

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

Please reference Communications Specialist in the email subject.

Closing date: Sunday, October 26, 2025

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 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.