



Strategic Engagement and Communications Advisor

Summary

The Strategic Engagement and Communications Advisor is a compelling communicator, active listener, and strategic thinker responsible for developing and implementing strategies to promote meaningful engagement with CRKN. Reporting to the Manager, Strategy and Engagement, the Strategic Engagement and Communications Advisor will ensure CRKN's engagement and communications touchpoints are purposeful and driven by big picture strategy. The Strategic Engagement and Communications Advisor is adept at using innovative engagement strategies and working across multiple channels to drive member, community, stakeholder, and partner trust in the organization. As a member of the Engagement team, the Strategic Engagement and Communications Advisor will work collaboratively with the other CRKN departments to highlight CRKN initiatives, increase member engagement, and foreground the value that CRKN brings to our members and stakeholders. Working closely with the Manager, Strategy and Engagement, the Strategic Engagement and Communications Advisor will also develop and implement the CRKN engagement and communications strategy and plan. The Strategic Engagement and Communications Advisor is an exceptional communicator and skilled planner who excels at translating high level strategy into engagement and communications campaigns and events that build consensus and effectively tell the CRKN story.

Duties and Responsibilities

Engagement (60%)

- With direction from the Manager, Strategy and Engagement, develop and implement CRKN's engagement and communications strategy, including specific strategies and plans tailored to CRKN's core programs
- Develop engagement touchpoints, including surveys, community consultations, and member webinars to connect with CRKN's members and community
- Drive the session development of the CRKN Member Summit and AGM and build an engagement plan to ensure key stakeholders attend and engage at the event
- Create engagement content and toolkits on CRKN's programs for CRKN members to share and use with their communities
- Produce effective speaking notes and presentations for CRKN management and staff speaking opportunities
- Track current strategic engagement activities carried out by CRKN staff and seek out new opportunities, such as conference panels, meetings, webinars, etc.
- Deliver on communications needs for stakeholder and government relations, such as infographics, fact sheets, research impact statements, media quotes, follow-up summaries, etc.
- Provide speaking notes and meeting agendas for stakeholder engagement opportunities
- Support the planning of events, such as workshops, webinar series, and the CRKN Virtual Conference
- Collaborate with the Heritage Engagement Officer on building and implementing the engagement strategy for CRKN's Canadiana collections and infrastructure
- Champion use of internal project management tool to effectively plan engagement and communications projects
- Maintain cutting edge knowledge of engagement and communications best practices to help mentor team members and recommend new approaches for CRKN
- Contribute to organization-wide annual planning including suggesting annual engagement priorities for CRKN

Communications (35%)

- Develop, create, and promote targeted and effective communications content for CRKN programs and projects
- Review and edit content prepared by other members of the team, ensuring consistency in voice, tone, and style
- Lead the CRKN communications calendar to ensure that campaigns and content are released on the most effective schedules and across the appropriate channels
- With support from the Communications Coordinator, lead the implementation of strategies and plans for CRKN's key communications channels (website, newsletter, email, social media) and projects (annual report, events)
- Identify, track, and measure communication metrics to evaluate the success of campaigns, channels, and content

Other (5%)

- Act as staff lead in committees, sub-committees, and task groups as appropriate to areas of expertise, participate actively within other CRKN committees as assigned
- Represent CRKN in other communities as directed by the Manager, Strategy and Engagement
- Support other governance and administrative functions as required

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. This position may require the incumbent to attend and represent CRKN at stakeholder, industry or member conferences and events. Other duties may be assigned as required.

Qualifications:

The ideal candidate will have a minimum of five years of experience leading strategic engagement and/or communications in the research sector, gallery, library, archives, museums (GLAM) sector, or other related not-for-profit organizations. Experience within the academic library or university sector would be a strong asset. 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
- Extensive experience and proficiency in engagement and communications including writing, editing, speaking notes, survey development, community engagement, virtual meetings, webinars, conferences, and presentations
- Demonstrated experience in the development of engagement and communications strategies and translating high level strategy into a concrete engagement and communications plan
- Expertise in different engagement and communications channels and touchpoints and when and how to use them effectively
- Exceptional interpersonal communication skills and ability to effectively represent CRKN in interactions with members and stakeholders
- Experience with the university sector and communicating to an academic audience is highly desirable
- Experience with community engagement, particularly Indigenous engagement and relations would be a strong asset
- Experience in creative, strategic, big-picture thinking combined with the ability to execute tactically
- Exceptional presentation and verbal communication skills
- Experience using project management tools (e.g., Asana) for engagement and communications projects would be an asset
- Excellent organizational skills and the ability to manage multiple competing priorities and projects at once
- Bilingualism (French and English) is highly desirable and considered a strong asset

Salary scale

This position falls within the Professional 2 category with a salary range of \$ 80,000-\$ 85,000.

Term

One-year, possibly renewable pending funding.

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 Strategic Engagement and Communications Advisor in the email subject.

Closing date: Friday, February 28, 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.