

### Role Profile

**Role Title:** Director of Communications & Knowledge Mobilization

**Term:** Full time position

**Location:** Virtual working environment is required

### **Stem Cell Network**

The Stem Cell Network (SCN) is a national non-profit organization that supports three main objectives: stem cell and regenerative medicine research; training the next generation of highly qualified personnel; and supporting the knowledge mobilization and transfer of stem cell and regenerative medicine research. From the lab to the clinic, our goal is to power science that will benefit Canadians. SCN was created in 2001. With support from the Government of Canada, the Network has grown from a few dozen labs to more than 196 world-class research groups, supporting 200+ research projects and 24 clinical trials. Since its inception, 21 biotech companies have been catalyzed and more than 4,000 highly qualified personnel have been trained. In 2021, the Government of Canada demonstrated its continuing trust and support in SCN with an investment of \$45 million for the 2022–25 period. To learn more visit [stemcellnetwork.ca](http://stemcellnetwork.ca)

### **Purpose**

The purpose of this role is to lead all aspects of the communications function for the Stem Cell Network. The Director of Communications & KM will be responsible for the development and implementation of the overall communications strategy for SCN, including tactics as they relate to marketing, corporate communications, sponsorship, branding, media relations, digital strategy, measurement, and event planning. Additionally, the Director will be responsible for working with other members of the SCN team on the implementation of SCN's Knowledge Mobilization plan. The Director will also provide project management support for special projects, assist in the overall management of SCN's annual scientific meeting, act as a liaison with members of SCN's research community, and be the primary point of contact for the media and members of the public. The Director is also responsible for managing key consultant relationships and ensuring SCN is communicating in both official languages. The position reports to the Executive Director and provides oversight and mentorship to the Communications Specialist. It is expected that the Director of Communications will work cohesively as part of a small professional team and is capable of taking initiative, providing leadership and support to other team members, problem solving, and working independently.

## **Key Responsibilities & Accountabilities**

- Develop and implement an overarching communications strategy for SCN, one that includes tactics related to engaging both federal decision-makers and ensuring visibility with SCN's research and trainee community.
- Work with Director of Finance and the Executive Director in setting and managing an annual communications, marketing & KM budget.
- Be responsible for relationships with outside contractors who support SCN with writing, editing, translation, design, and web support services etc.
- With support from the Communications Specialist, lead the development and implementation of SCN's content strategy including the development of a content calendar, monthly newsletter and regular creation of digital media content.
- Lead the development of all corporate communications materials for SCN, including the development of the Annual Report.
- Oversee strategic advertising for SCN and ensure professional and on-brand content is used in all advertising and sponsorship.
- Oversee the implementation of SCN's new brand and ensure consistent use of brand assets and voice across all public-facing platforms.
- Build relationships with counterparts in partner organizations and look for opportunities to collaborate about the importance of stem cell research and the value of the Network.
- Provide leadership in the creation and execution of strategic SCN hosted events to take place across Canada annually – **specifically in the area of Equity, Diversity and Inclusion.**
- Manage all conference sponsorships for the Network and proactively work to engage with media and SCN stakeholders to raise the visibility of the organization.
- Provide media relations support and coaching to all SCN experts including the Scientific Director.
- Work with the Communications Specialist to track media and online activity related to the field and ensure SCN is able to respond and provide comment in real-time through its social media channels.
- Provide support and mentorship to the Communications Specialist on tactics related to website administration, content development, and measurement.
- Support key aspects of the SCN annual meeting, particularly as they relate to stakeholder engagement, content development, and promotion within the community.

## **Experience**

- 8+ years of progressive work experience
- University educated in a relevant field (e.g., communications, journalism, marketing)
- Experience in developing and executing communication and marketing strategies
- Experience in content development and measurement for a variety of web and social media platforms (including designing materials for digital platforms)
- Experience developing corporate communications materials and brand management
- Experience in media and stakeholder relations, including how to pitch to media
- Familiarity with knowledge translation and mobilization practices and techniques
- Experience in translating scientific materials to plain language
- Experience and/or knowledge of the workings of the federal government
- Experience with website management and social media engagement

## **Skills Requirements**

- Excellent communication and project management skills
- Superior writing and editing skills, including the ability to develop compelling content and translate complex scientific information into plain language
- Strong computer literacy skills (experience in Excel, Word, PowerPoint, Adobe Acrobat, Video editing & social media software etc.)
- Solid judgement and high integrity
- Ability to take initiative and provide leadership and mentorship within a team environment
- Ability to work independently, and with little oversight
- Excellent time management skills, including ability to multi-task and reprioritize as needed
- Excellent attention to detail
- Ability to problem solve and offer solutions for consideration
- Bilingualism in both Canada's official languages

## **Knowledge Requirements**

- Knowledge of strategic communications planning principles and practices
- Knowledge of project management principles and practices
- Knowledge of the stem cell and regenerative medicine sector; or a similar field
- Knowledge of Canada's science funding system
- Knowledge of federal government mechanics and decision-making processes

### **Application Details**

Applicants are asked to submit their CV along with a Covering Letter which underscores how your experience aligns with the requirements for this position. Please submit your application via email to [info@stemcellnetwork.ca](mailto:info@stemcellnetwork.ca) with the subject line Director of Communications & Knowledge Mobilization. All applicants must be Canadian residents and eligible to work in Canada.

### **Application Deadline**

Friday, October 15, 2021, by 5 p.m. ET.