



Chemical Institute of Canada | *For Our Future*  
Institut de chimie du Canada | *Pour notre avenir*

## Communications Coordinator

(One-year Term)

The Chemical Institute of Canada (CIC) is seeking a self-motivated, dynamic, and detail oriented individual to fill the role of Communications Coordinator to focus on membership growth and engagement for a one-year term. The incumbent will be responsible for providing marketing and communications support for all CIC communications activities, including the creation and coordination of strategic e-mail marketing campaigns, overseeing and editing content for the CIC website, and the integration of consistent CIC branding across print, web and social media.

This role is ideal for you if you:

- have demonstrated skills and experience creating and implementing marketing campaigns that build brand awareness and integrate print, web and social media;
- are a strong writer with the ability to create promotional texts for: e-newsletters, websites, social media posts, brochures, and presentations;
- have an eye for detail and will ensure that consistent branding is implemented throughout a multitude of varied communications and marketing material;
- possess a strong customer service orientation and have experience in developing and implementing strategies to increase membership; and
- enjoy collecting, assimilating, analyzing data, developing recommendations and preparing and delivering reports.

### Principle Responsibilities

- Collaborate with the team leader to develop and implement comprehensive communications plans focused on membership attraction and retention.
- Research, analyze, and act upon data from various sources to drive decision making for targeted membership communications and reports on effectiveness of communications campaigns.
- Oversee and ensure that a consistent messaging strategy and branding is implemented across the organization throughout communications and marketing materials.
- Write, create, and source communications material for e-newsletters, website, social media, promotional items, flyers, brochures and presentations.
- Oversee proper use of marketing automation and e-mail marketing platforms across CIC.
- Assist with maintenance of the CIC WordPress and Drupal websites.
- Coordinate the advertising plan for the CIC online news.
- Coordinate sponsorship recognition and benefits for CIC conferences.
- Provide administrative and communications support to CIC committees.



- Respond to inquiries from members, prospective members, students, industry representatives and the public.

**Qualifications:**

- Exceptional writing, editing and proofreading skills.
- Strong organization and attention to detail.
- Strong creative and interpersonal skills.
- Experience with WordPress. Some experience with Drupal an asset.
- Experience creating layouts for email or print materials. Familiarity with InDesign an asset.
- Experience with Constant Contact, Mailchimp or other marketing automation and e-mail marketing platforms. Familiarity with CASL and GDPR an asset.
- Strong customer service experience and acumen.
- Proficiency working with MS Office Suite – Outlook, Word, Excel, and PowerPoint. Experience with excel is essential.
- Proficiency using social media in not-for-profit or association membership communications.
- Post secondary degree in a communication or a science related field.
- 3-5 years experience in marketing or communications related work in a professional environment.
- Experience working in an association environment, or with a membership database and contact information.
- Bilingualism (English French) and asset.

All applications will be held in confidence. Qualified candidates are encouraged to apply; however, Canadian Citizens and permanent residents will be given priority. The CIC is strongly committed to employment equity and encourages applications from all qualified candidates, including women, members of visible minorities, Aboriginal persons, members of sexual minorities, and persons with disabilities.

To apply for this position, email your resume and cover letter to [apply@cheminst.ca](mailto:apply@cheminst.ca).

**The Chemical Institute of Canada (CIC)** is a national not-for-profit organization committed to advancing the chemical sciences and engineering through its three constituent societies: Canadian Society for Chemistry, Canadian Society for Chemical Engineering, and Canadian Society for Chemical Technology. The CIC is the recognized leader among those in the chemical sciences and chemical engineering profession.