Marketing and Partnerships Coordinator

The Chemical Institute of Canada (CIC) is looking for a dynamic marketer and relationship-builder who loves to drive growth and create meaningful collaborations. As the Marketing and Partnerships Coordinator, you will report to the Manager of Membership, Communications, and Marketing and be a key part of the team working to grow our membership and create new non-membership revenue. You will work with the team on our membership marketing and content strategy and will be responsible for external partnership opportunities, including advertising, sponsorship, events, and affinity programs.

Responsibilities

- Work with the Manager to develop the annual marketing strategy for the CIC with a focus on digital marketing. Oversee its implementation including monthly marketing content calendar and track and report against KPIs.
- Create and oversee marketing campaigns aligned to the annual marketing and communications strategy that help drive membership marketing engagement and growth.
- Analyze membership data and track analytics from digital tools including email, newsletter, social media, and website to optimize performance.
- Identify prospective sponsors and partners, create sponsorship proposals with effective business-cases that will help gain new partners and strengthen existing collaborations.
- Develop and maintain strong relationships with partners, acting as main point-of-contact, ensuring contracts and benefits are fulfilled and optimal ROI for partners.
- Create marketing materials across CIC programming portfolios, including conference and virtual events, sponsorships, advertising, exhibitions, awards, and collaborative online news and webinar content.
- Collaborate with affinity program partners to effectively market their products to our members and research and pitch new opportunities for affinity programs.
- Ensure a positive impression of the CIC through effective and consistent communication with all partners.

Job Attributes

Location
- Remote (organization based in Ottawa).

Schedule
- Full-time; 35 hours per week.
- Flexible working hours with management pre-approval; arrangements can be made on one-off basis and/or a structured alternate work arrangement.
- Any arrangements will be based on business needs and dependant upon the successful candidate’s experience and qualifications.

Employee Status
- Regular; indefinite term

Job Type
- Experienced; early career

Dated Posted:
• Coordinate job board, increasing member awareness and finding potential partners to advertise their jobs.
• Help organize our events (virtual, but eventually some in person again), including opportunities for increased partnership brand awareness through innovative activations.
• Other related duties, as necessary.

Qualifications
• University degree in a relevant field.
• Experience in marketing and communications, including with creating persuasive content and effectively understanding campaign analytics.
• Excellent communication and interpersonal skills.
• Ability to work independently and move multiple projects forward, while meeting deadlines.
• Creative thinking and demonstrated ability to develop and carry out innovative ideas.
• Demonstrated willingness to quickly adapt to new technologies, such as virtual event platforms or communications channels.
• Experience working on high ROI partnerships would be an asset.
• Experience with design software (e.g., Adobe InDesign, Photoshop) and online content management systems (e.g., WordPress) would be considered an asset.
• Relevant work experience in a not-for-profit environment would be an asset.
• Experience working in or with the Canadian chemical sciences industry would be an asset.
• Bilingualism (English/French) is strongly preferred.

About the CIC

The CIC is an unmatched network that champions the advancement of the chemical sciences in Canada. As a member-based not-for-profit association, the CIC helps our members connect, learn, celebrate excellence, and grow their careers.

Learn more about how the CIC serves almost 5,000 chemical science professionals and how you as part of the team will help the CIC connect the Canadian chemical sciences, engineering, and technology community.

APPLY
To be considered for this role, please submit your cover letter and resume by email to Claire Duncan, Manager, Membership, Communications, and Marketing at apply@cheminst.ca.

Submissions will be reviewed on a rolling basis, beginning on Friday, December 11th. The posting will be open until a suitable candidate is found. We thank all applicants for their interest; only those selected for an interview will be contacted.

The CIC is an equal opportunity employer. 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, without regard to race, colour, religion, creed, sex, sexual orientation, gender identity, marital status, national origin, age, veteran status, disability, or any other protected class.