



# Communications Coordinator

Do you love to craft compelling stories and write with clarity and precision? The Chemical Institute of Canada (CIC) is looking for a dynamic communicator to be the voice of our brand and drive audience engagement. As the Communications 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 through innovative, data-driven, effective communications content. You will be the CIC's writing lead for our website, newsletter, and email campaigns and work collaboratively to develop and implement an engaging communications and marketing plan.

## Responsibilities

- Create and implement communications campaigns across multiples channels that build brand awareness and effectively promote CIC programming;
- Write compelling copy for newsletter, emails, website, social media posts, advertisements, and presentations;
- Lead production of the CIC's bi-weekly email newsletter and effectively use analytics to improve content and reach;
- Develop campaigns related to membership and events, including writing copy, story-boarding, working with designer to develop visuals, and analyzing campaign data to ensure effective strategies;
- Act as CIC's privacy officer, ensuring compliance with relevant communications and data legislation, including CASL and GDPR;
- Analyze and leverage membership data to drive decision making for targeted recruitment campaigns;
- Other related duties, as necessary.

## Qualifications

- Post-secondary degree in a relevant field;
- Excellent communication skills;
- Demonstrated success at creating compelling communications messaging;
- Experience writing for websites, including for SEO optimization and accessibility;

## 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:

- April 12, 2022.



- Demonstrated success planning and carrying out communications campaigns;
  - Experience working with email marketing software, MailChimp preferred;
  - Ability to collaborate effectively with team and work independently on multiple projects, while meeting deadlines;
  - Experience working with project management software, specifically Asana would be an asset;
  - Relevant work experience in a not-for profit environment would be an asset;
  - Experience in or with the Canadian chemical sciences community would be an asset;
  - Bilingualism (English/French) would be an asset.
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## About the CIC

The CIC is a member-based not-for-profit association that that champions the advancement of the chemical sciences in Canada. We help 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](mailto:apply@cheminst.ca).

Submissions will be reviewed on a rolling basis, beginning on Friday, April 22nd. 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 committed to employment equity and encourages applications from all qualified individuals.