



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

## Manager, Strategic Communications and Engagement

### About us

The Chemical Institute of Canada (CIC) is a member-based not-for-profit association that champions the advancement of the chemical sciences in Canada. We help our members connect, learn, celebrate excellence, and grow their careers. Our renewed commitment is to support the chemical sciences community excel in sharing and celebrating their discoveries while ensuring the current and future generations of leaders are ready to foster a more resilient, inclusive future for everyone in Canada. We are undergoing a comprehensive strategic planning process aimed at serving members, especially early career professionals, increasing regional engagement, and fostering increased collaborations by 2030. Join us as we embark on this exciting journey to shape the present and future of the chemical sciences and engineering community. Learn more about how the CIC serves 4,000+ chemical science professionals here ([www.cheminst.ca](http://www.cheminst.ca)) and imagine yourself as a part of the team!

### Overview:

We are seeking a dynamic and experienced Manager of Strategic Communications and Engagement to join our executive team. Reporting to the Executive Director, the Manager will develop a comprehensive marketing and communication strategy and oversee its execution that aligns with our strategic goals, enhances our brand, drives membership growth, and supports revenue diversification efforts. This role is critical for leading our communication efforts during a period of significant organizational growth and development. Together, we will bring our Strategic Plan 2030 to life.

### Key Responsibilities:

#### Strategic Planning and Implementation:

- Contribute to the organization's strategic direction and planning processes.
- Develop and implement innovative communications, marketing, and engagement plans that raise the organization's profile and reputation.
- Collaborate across the organization and its constituent societies to bring new ideas forward on how best to tell impactful stories.

#### Team Leadership:

- Lead and manage a small team of direct reports and contractors.
- Mentor and develop team members using a supportive and collaborative approach.
- Promote a culture of high performance, continuous improvement and positivity.

#### Communications and Marketing:

- Lead and oversee the creation of high-quality content for various communication channels, including newsletters, press releases, social media, website, and promotional materials.
- Manage the organization's online presence, including website updates and social media engagement.

- Provide dynamic communications and marketing insight and support to all functions of the organization.

**Stakeholder Engagement:**

- Understand the needs and interests of members and partners to better inform organizational decisions and communication strategies.
- Build and maintain strong relationships with key stakeholders, including members, industry partners, government agencies, and media.
- Organize and participate in events, meetings, and conferences to represent CIC and promote its initiatives.

**Public Relations and Media Relations:**

- Act as the primary media contact, handling media inquiries and coordinating responses.
- Provide the vision on how to develop and maintain a media relations strategy to proactively promote CIC's activities and achievements.
- Prepare press releases, media kits, and other PR materials.

**Brand Management:**

- Ensure consistent application of CIC's brand guidelines across all communication materials.
- Work with designers and vendors to produce branded materials that effectively communicate the organization's message.

**Qualifications:****Education:**

- Bachelor's degree in communications, public relations, marketing, or a related field. A master's degree is an asset.

**Experience:**

- Minimum of 5 years of experience in a communications role, preferably within a non-profit or professional association.
- Proven track record of developing and implementing successful communication strategies.
- Experience in stakeholder engagement and relationship management.
- Event logistics and management experience would be a strong asset.

**Skills:**

- Excellent written and verbal communication skills.
- Strong project management and organizational skills.
- Proficiency in digital communication tools and platforms, including social media, content management systems, and email marketing software.
- Strong change management acumen.
- Ability to work independently and as part of a team.
- Strong interpersonal skills and the ability to build relationships with a variety of stakeholders.
- Knowledge of the chemical sciences and industry is an asset.
- Capability in both official languages (English/French) is an asset.

### Why Join Us?

- **Impact:** Play a key role in shaping the future of the chemical sciences in Canada.
- **Community:** Be part of a vibrant and inclusive professional community.
- **Professional Growth:** Opportunities for professional development and career advancement.
- **Benefits:** Competitive salary and benefits package.

### Schedule:

- 35 hours per week (8 am to 4 pm ET on weekdays with occasional pre-planned work week and weekend hours).
- Travel within Canada may be required for meetings and/or event-specific activities according to travel policies and procedures.

### Location:

- Flexible within Canada. The incumbent in this role will work remotely from home.

### How to apply:

- Interested candidates should submit their cover letter and resume in one pdf file either via the online portal on LinkedIn / Indeed or via e-mail to [lina@elevaterecruitment.ca](mailto:lina@elevaterecruitment.ca) indicating the job title in the subject line as soon as possible.
- Applications will be reviewed on an ongoing basis, starting July 2, 2024.

[The Chemical Institute of Canada](#) is an equal opportunity employer committed to creating a safe, diverse, and inclusive environment. We encourage qualified applicants of all backgrounds including ethnicity, religion, disability status, gender identity, sexual orientation, family status, age, nationality, and education levels to apply. If you are contacted for an interview and require accommodation during the interviewing process, please let us know. We thank all applicants for their interest. Only those selected for an interview will be contacted. Together, we will bring our Strategic Plan 2030 to life.