



Job Title: Director, Communications and Marketing

Location: Toronto, Ontario (MaRS Discovery District)

Organization: Ontario Institute for Regenerative Medicine (OIRM)

Date Posted: Tuesday, November 14, 2017

Deadline to Apply: Friday, December 15, 2017

Type of Position: Full-time (1.0 FTE) with health benefits

About the OIRM:

The Ontario Institute for Regenerative Medicine (OIRM) is a non-profit stem cell institute funded by the Ontario government and dedicated to transforming discoveries into clinical trials and cures. Through our commitment to collaboration and partnerships, we leverage our resources to fund and support promising advances. OIRM is a passionate champion for investigators and their patients as we build a healthier future for Ontario, Canada, and the world. **For more info on the OIRM, please visit www.oirm.ca.**

Position Description:

The OIRM is seeking a Communications & Marketing Director who is a creative thinker and enjoys working in a small, cohesive organization in a stimulating environment at the MaRS Discovery District in Toronto. Reporting to the Chief Operating Officer, the Communications & Marketing Director will develop and deliver on a strategic communications plan to enhance the institute's image and visibility provincially, nationally and internationally.

Here's What You'll Get to Do:

- Develop and deliver on a strategic communications plan for OIRM
- Liaise with multiple partner organizations, stakeholders and government
- Create persuasive, informative, audience-focused written content based on research, written or verbal briefings, strategic communications rollout plans, and/or interviews with subject matter experts
- Manage the development, distribution, and maintenance of a broad range of communication material including but not limited to, website, news releases, blogs/magazines, monthly e-newsletter, annual reports, presentations/speaking notes, social media content and promotional material.
- Serve as OIRM's liaison to the media and general public
- Liaise with internal staff and external contractors (photographers, videographers, illustrators, animators, writers, etc.) to integrate content
- Build and manage the Communications committee to deliver content and promote OIRM's brand and activities through OIRM's social media channels
- Track the success of communications programs using relevant evaluation protocols and metrics and collate these outcomes into regular reports for senior management, Board and government
- Travel 2-4 times per year to attend conferences/meetings to represent OIRM through exhibits and/or events

Here's What You'll Need:

- Degree in journalism, public relations, communications or a related area is required
- Minimum of 10 years of progressive experience as a communications and marketing director in a not-for-profit scientific/health/medical setting
- Excellent writing, editing and verbal skills (fluency in French would be an asset)
- Experience in evolving a brand strategy to reflect the needs of a developing organization and the demands of a rapidly changing scientific environment
- Experience in managing digital communications – including web, email and social media – and leading the exploration and potential adoption of new approaches and technologies
- Ability to convert complex information to plain language using multiple media formats as needed (animation, infographics, video etc.)
- Sound judgment, a professional demeanour and strong interpersonal skills while acting as liaison between the media and OIRM
- Basic to advanced graphic design ability would be advantageous but not mandatory
- Ability to set priorities in the face of myriad demands and converging deadlines
- Ability to take the initiative, work independently and contribute effectively and positively in a team environment
- Applicant should be flexible and adaptable to the evolving needs of a developing organization
- A willingness to assist other team members no matter how small the task may be

Here's What You'll Get:

- Competitive NFP salary and health benefits package
- The opportunity for advancement and playing a key role in the ongoing development of a provincial stem cell research institute
- Work within a great team! We are a small dynamic team and are creative, high energy, optimistic, community minded, collaborative and passionate about how stem cells and regenerative medicine will transform the future!

You will need a CV (max of two pages) and a cover letter (max of one page) that outlines examples of three projects that were self-initiated and executed. Please submit to oirm@oirm.ca. If you are selected for an interview, please be prepared to bring a portfolio of your work.