



COMPETITION

CAREER OPPORTUNITIES:

Ingenium - Canada's Museums of Science and Innovation is currently seeking a dynamic individual to fill the position of:

DIRECTOR, COMMUNICATIONS AND CONTENT

Reference Number: 2018/2019-CSTMC-140

Salary Range: \$78,120.91 - \$95,043.06 **Level:** 10(int)

Employment Status: Indeterminate / Full-time

Language Requirements: Bilingual (CBC/CBC)

Security Requirement: Enhanced reliability

Position Number: 9865

Branch: Public Affairs and Marketing

Who can apply? Ingenium - Canada's Museums of Science and Innovation employees and external candidates

Summary of Duties:

The position is part of Ingenium – Canada's Museums of Science and Innovation which governs three museums: the Canada Museum of Science and Technology, the Canada Agriculture and Food Museum and the Canada Aviation and Space Museum.

Reporting to the Vice President, Public Affairs and Marketing, the Director of Communications and Content provides strategic direction and manages Ingenium's public relations and ensures that its corporate and three museums programs, exhibitions, events and partnerships are appropriately branded and communicated to local, regional, national and international audiences.

The Director of Communications and Content is primarily responsible for overseeing corporate and museums strategic communications, content development and management, issues management, government relations, media relations, internal communications, and events planning and coordination, including Ingenium's annual public meeting. The Director will lead and mobilize an energetic, fast-paced team of five (5) employees to deliver on objectives that build visibility, increase Ingenium's brand awareness, and supports key audiences and stakeholders' engagement. As a key member of the senior management team, the Director supports the Corporation by building and maintaining effective working relationships across all stakeholders both internally and externally.

The standard weekly hours are: SWW 37.50 Hrs (Non Union - Mon. - Fri.)

Education and Experience:

As an ideal candidate, you hold a university degree in Communications, Public Relations, Business or Marketing. A master degree will be considered an asset.

You also have experience in the following areas:

- seven (7) to ten (10) years of experience in managing the public relations, communications, or marketing for an institution, including the management of human and financial resources;
- Public relations, strategic communications or marketing experience with a museum or an attraction based operation will be considered an asset.

RATED REQUIREMENTS**Knowledge:**

- Knowledge of the following disciplines: public relations, strategic communications, content development and management strategy, social media and digital strategies, stakeholders and partners engagement, media relations, government relations, issues management, internal communications, branding, web-based communications and events planning and coordination.

Abilities:

- to design, develop and implement strategic communications and public relations plans and supporting tactics to advance brand identity and broaden awareness of programs and priorities with local, national and international audiences and stakeholders;
- to develop and oversee the implementation of digital content strategies that supports thought leadership, and drives key audiences' awareness and engagement;
- to lead digital media creation and multi-channel publication of content (text, video, audio, etc.);
- to lead and motivate staff, and effectively train and coach new staff and advise the corporation in the field of public relations and strategic communications.
- strong project management skills;
- superior understanding of the importance of brand consistency and supporting core messaging;
- to multi-task and set priorities within tight timelines and high client expectations;
- to work in a matrix organization;
- to work effectively, independently and under challenging constraints;
- to represent the Corporation and Museums' interests with various external entities and agencies;
- superior written and verbal communications skills (organizing content, writing, editing and public speaking);
- to use software such as Lotus Notes, Microsoft, Mail Chimp.

Personal Suitability:

The ideal candidate is an accomplished communications and public relations professional with a passion for driving change and leading the development and management of content and digital strategies.

The candidate must be comfortable with shifting priorities, thoughtful but decisive, and lead the communications team by fostering innovation and collaboration.

An outstanding communicator, the Director of Communications and Content possesses a high level of diplomacy, tact, and judgment which supports an exceptional interpersonal, negotiation, presentation and influencing skills.

The ideal candidate possesses strong business acumen as well as a strong understanding of Government.

The CSTMC is committed to the principles of employment equity.

Résumés received for this position will not be accepted after the indicated closing time (midnight) and date.

Please note that only candidates who are selected for the next stage of this selection process will be contacted.

As a result of this competition, we may establish an eligibility list that may serve to staff similar positions.

If you are interested in this opportunity, please forward your cover letter and curriculum vitae indicating the reference number **2018/2019-CSTMC-140** in your email's Subject line, no later than the closing date to: **competition@ingeniumcanada.org**

Posting Date: December 19, 2018

Closing Date: February 1, 2019

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9865 - Director, Communications and Content / Directeur(trice),
Communications et contenu