



**Communications and Marketing Officer**  
**Position Description and Responsibilities**

October 23, 2017

IC-IMPACTS is seeking a collaborative and creative **Communications and Marketing Officer** who will be responsible for the following:

- Proactively disseminates IC-IMPACTS achievements and programs in social and print media by using the latest technology tools, reaching out to a wide audience including government, academia, students and the general public in Canada and India.
- Develops, implements, and manages all national and international communications, press releases and IC-IMPACTS social media content.
- Ensures that communication activities are based on accepted principles, methods, and practices.
- Develops and implements communication and marketing priorities, strategies, and practices for effective communication and marketing of IC-IMPACTS initiatives.

Reporting to the COO, and working closely with Event Coordinator, and office team, this position will collaborate with researchers, community leaders, students, and other stakeholders to create compelling communications content, illustrate the innovations and key benefits of IC-IMPACTS projects while elevating IC-IMPACTS brand in Canada, India, and other countries.

Advanced technical & media skills, proficient English writing capabilities with close attention to detail and a collaborative attitude which strives for smooth communication is essential. Bilingual (French/Hindi) preferred.

**About IC-IMPACTS**

IC-IMPACTS (the India-Canada Centre for Innovative Multidisciplinary Partnerships to Accelerate Community Transformation and Sustainability) brings together researchers, industry innovators, community leaders, government agencies, and community organizations from across India and Canada, to work to find solutions to the key challenges that affect the quality of life for millions of people in Indian and Canadian communities.

IC-IMPACTS was founded in 2013 through a federal competitive grant. IC-IMPACTS is now widely recognized as a successful model for international research collaborations, innovative training, community engagement and creation of technologies that promote international trade.

**Position responsibilities:**

We are now looking forward to hiring a person who will help us extend IC-IMPACTS engagements in Canada, India and other regions with advanced communication, social media, and strategic marketing initiatives.

- Website: Develop/maintain content on IC-IMPACTS websites and raise hits and engagement.
- Design (Digital & Print): Update and adjust images for stories/related material



- Social Media: Publish news and engage organizations and individuals
  - Create engaging posts on various platforms (Twitter, Facebook, etc.)
  - Research and post related content from other news sources.
  - Continuously schedule posts, connect with other organizations and individual
  - Restore and maintain IC-IMPACTS Blog on Medium
- Newsletters: Timely production and release of the IC-IMPACTS newsletters
- Updates to Database: Keep an up-to-date database of growing IC-IMPACTS projects, partners, numbers and stats for submission to funding agencies and partnering universities.
- Assist in production of Annual reports, marketing presentations for CEO and COO, draft proposals and other documents.
- Manage projects as required by COO.

### **Qualifications**

University degree in Communications, Media, Public Relations or in a relevant discipline with five years of experience in a similar position in a University, industry, government or a not-for-profit organization. Ability to communicate effectively verbally and in writing. Ability to deal with a diversity of people in a calm, courteous, and effective manner. Ability to maintain accuracy and attention to detail. Ability to effectively use Microsoft Office, Adobe products, and other software tools at an advanced level as well as adopt to new technological requirements. Knowledge of Wordpress and HTML required. Photography and videography skills as well as good knowledge of audio and video editing. Advanced ability to compose correspondence, reports, presentations, and other written materials using clear and concise business English. Should be willing to travel to cover events, interview people, and storygraph projects in Canada, India and other parts.

### **Critical assets:**

- Proactively interact with key stakeholders to collect stories, details and publicity material.
- Collect and edit images and is comfortable producing media (video, infographics, posters).
- Research, write and edit a wide range of content (scientific and non-scientific terms) to be published.
- Focus on public relations strategy.
- Manage press release/media inquiries.
- Maintain accuracy and attention to details.
- Interview students, researchers, and different stakeholders.
- Travel to attend events, publish within a reasonable time-frame following the event.
- Ability to prioritize work effectively under pressure to meet deadlines related to upcoming events, submissions or project deadlines.
- Ability to notify team members in time and share important details.

**To apply for above position, please email your CV with cover letter, by November 5<sup>th</sup>, 4:30 pm to:**

**[shapoor@ic-impacts.com](mailto:shapoor@ic-impacts.com) and [careers@ic-impacts.com](mailto:careers@ic-impacts.com)**