



Social Media and Content Writing Specialist

\$40,000 - \$50,000 a year

Location: Vancouver. Job type: Full time, Annual contract

IC-IMPACTS Centres of Excellence (<https://ic-impacts.com/>) is a not-for-profit organization, established by the Federal Government of Canada to serve as a pan-Canadian agency responsible for the delivery of research programs in the areas of sustainable infrastructure, integrated water management, and public health, disease prevention and treatment between Canada and India.

IC-IMPACTS is searching for a talented and creative individual to join our team in Vancouver, BC who will lead communications that will reach out to funding agencies, influencers, and the general public through social media and effective content management. You are a technology perceptive, reliable, self-motivated individual, an excellent writer and have the ability to produce consistent, timely work. This position will be a combination of in office and remote (your preference). May require some national and international traveling.

What you are passionate about: **People, Social Media and Writing**

- Interactions with public, senior government influencers and leaders
- Social Media
- Creative Writing
- India-Canada business and research collaborations

What you will do

Initiate and manage projects that will captivate public opinion influencers in Canada and India. Develop innovative and effective creative content. Your tasks will include:

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- Create engaging social media posts
- Written content for the company website
- Email campaigns
- Blog posts
- Manage Social media properties
- Write press releases
- Engage with Indian and Canadian media, research community, students and create engagement
- Ensure that all writing is clear, concise and accurate
- Keep up-to-date with communication technology tools, Indo-Canadian trends and stay informed on the best work within the industry
- Manage electronic Call for Proposals. Familiarity with Wizehive or similar application will be an asset.

You will have opportunities to:

- Renew IC-IMPACTS Website and advise on strategic Website management
- Government liaison – You will develop timely news reports to highlight achievements to relevant government agencies and interact with them in person as well as through social media
- Media Interfacing - Handle all media enquiries, develop communication packages and plain-language reports of research activity when required.



Reporting to

You will be directly reporting to the COO of IC-IMPACTS. You will also work closely with CEO, office team, 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.

Your Qualifications

- 3-5 years' experience in a similar role.
- Certificate or diploma in marketing or communications.
- Strong familiarity of social media for business and inbound marketing, including advanced working knowledge of Facebook, Twitter, Google+, LinkedIn, Mail Chimp, Hootsuite, and WordPress.
- Experience with social media management and marketing
- Experience with writing company press releases that get noticed by media outlets
- Passion to developing breakthrough ideas but also able to listen to ideas, take to concept and then to final output in a timely fashion
- Willing to work in a fast-paced environment
- A writing award or two wouldn't hurt
- A portfolio of previous writing samples and social media marketing work.
- Basic graphic design skills and experience with Adobe software
- Understanding of Google Analytics

Job Type:

- Full-time / Annual contract

Experience:

- Social Media Management: 2 years (Required) in industry, business or university settings
- Creative Writing: 3 years (Required)
- International work experience, particularly in India or China will be an asset

To apply for the above position, please email a short CV to:

careers@ic-impacts.com

- Due to a large number of applications, we encourage candidates to initially apply with a one-page CV. If shortlisted, you will be required to send a cover letter, detailed resume, and portfolio.
- All applications will be considered confidential.
- IC-IMPACTS is an equal opportunity organization. Equity and diversity are essential to operational excellence. We encourage applications from members of groups that have been marginalized on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or status as a First Nation, Metis, Inuit, or Indigenous person.