



Communications Specialist

The Terry Fox Research Institute (TFRI), named for **Canadian icon Terry Fox**, is built on Terry's dream to end cancer through research. Established in 2007, TFRI is a registered charity and invests its funds in cutting-edge cancer research through highly collaborative, team-oriented programs and national research networks. Together with its many research and funding partners, TFRI empowers Canada's brightest researchers to seek out new transformational and precision medicine discoveries to advance our understanding, diagnosis, and treatment of cancer with the goal of significantly improving outcomes for patients.

About this opportunity

We are looking for an enthusiastic and dedicated individual in this full-time, intermediate-level role of **Communications Specialist** to join our headquarters team in Vancouver and contribute to TFRI's mission and communications unit. Reporting to the Chief Communications Officer, you will work with colleagues within TFRI, The Terry Fox Foundation, our many research partners institutions and service providers to enhance TFRI's various brands.

Key Responsibilities

This job description is not intended to be an exhaustive list of all duties, responsibilities or qualifications associated with the Communications Specialist position. Other duties may be assigned.

Writing & Editing

- Process and analyze complex, scientific materials, and distill information into accurate, interesting content for a variety of communication audiences.
- Create content for and manage a weekly editorial calendar to ensure high-quality content is created for multiple communication platforms and formats, while ensuring consistency with branding and alignment with strategic priorities.
- Copyediting and proofreading of all organizational materials produced to ensure content accuracy, grammatical correctness, message cohesion and styleguide (CP and internal) compliance in all print and digital media platforms.
- Maintenance/updating of organizational styleguide and spelling manual.

Electronic/Digital communications

- Co-ordinate the TFRI brands social media channels including developing original content in various formats, posting content from other stakeholders and team members on regular basis and manage all technology-related aspects.
- Work with the senior web site lead and external suppliers on matters relating to the content management system.
- Support TFF and TFRI's communications teams and colleagues to help develop new technology channels to successfully convey our research agenda constituents across a wide range of channels.
- Assist with planning and development of digital campaigns to achieve specific Institute/project/brand objectives.
- Maintain/update communications unit's distribution lists for e-communications.



- Provide regular analytics and reports that will maximize the impact of digital strategies and inform future strategies.
- Research and review trends and contribute to best practices in all areas of electronic communication.

Research Programs Support

- Produce regular and timely information in support of the needs of TFRI's projects
- Study scientific progress reports submitted by funded research teams and generate compelling, informative and science-based stories that demonstrate how TFRI research is on the leading-edge, with the potential to be used both internally and externally
- Identify achievements, publications and developments for promotion in TFRI and TFF channels as appropriate and provide accurate, timely and suitable content to all channels.
- Work with funded research teams to support their communication needs.
- Produce and generate scientific content for a regular electronic research newsletter using e-tools like Mail Chimp for distribution within our research community and beyond.

Media Relations

- Develop a proactive media relations program to promote TFRI success stories and the TFRI brand(s) to national and regional media.
- Assist in pitching stories to media, developing news releases, creating and maintaining relationships with the media and up-to-date contact lists, and working with communications colleagues at partner research sites and TFF on shared media opportunities.
- Assist with media tracking of the brand, planning and execution of media events.

Annual Scientific Meeting/Events

- Assist with communications and organization of the annual meeting.
- Provide communications/administrative support to the scientific committee/team as required
- Ensure the content for the ASM mini site is current.

Qualifications

- A combination of education in communications/journalism and science is required (B.Sc. preferred).
- Minimum 3 years' work experience in journalism, communications or public relations, video production, social media as well as research, health care and/or academic environment
- Media relations experience (newsroom or within the media industry) is preferred.
- Experience managing an organization's digital presence, including experience with content marketing strategies and tactics is an asset.
- Superior writing and editing skills
- An understanding of issues related to cancer care and research
- Advanced computer skills with high proficiency in common office applications and web and social media platforms
- Knowledge of Adobe CC products (Adobe Photoshop, Adobe Premier), familiar with Site Finity web programming, Illustrator are assets
- Fluency in both Canada's official languages would be an asset



Benefits of working with us

- Flexible Schedule
- Possibility of hybrid work after completion of the probation period
- Paid vacation
- Paid sick days
- Extended Medical and Dental Coverage
- Group Registered Pension Plan after 3 months of employment
- A work culture that values excellence, creativity, teamwork, learning, fairness and integrity
- A passionate group of high-performing teammates across Canada

To apply

Please email your cover letter and resume by **February 13, 2023** to hr@tfri.ca with the subject line: **Communications Specialist - Vancouver.**

The candidate must be authorized to work in Canada.

We recognize the importance of diversity and equity in our workforce and encourage all qualified applicants to apply, including indigenous persons, women, persons with disabilities, minorities, and other underrepresented communities.