

Director of Communications & Marketing

Prince Edward Island (PEI) BioAlliance

Job Summary

Reporting to the Chief Executive Officer (CEO) of the PEI BioAlliance, the Communications & Marketing Manager will manage and lead the communications and marketing functions for both the BioAlliance and Emergence (Canada's Bioscience Business Incubator). The successful candidate will be a specialist in communications and marketing and have a demonstrated track record of success with strategic communications initiatives. As a leader in the ever changing field of communications and marketing, the successful candidate will be current with trends in the communications and marketing space and demonstrates a willingness to become a subject matter expert in bio-related terminology and business culture. Proven and demonstrable skills as a writer that can master varying writing styles is a must.

About the PEI BioAlliance and Emergence

The BioAlliance is a private sector-led not-for-profit organization dedicated to building the bioscience industry on PEI. By working collaboratively with our partners, we have created a unique environment that promotes excellence in research and provides strong leadership and business support to companies at all stages.

The Emergence Bioscience Business Incubator (Emergence) is a Canadian virtual incubator that:

- Aids the commercialization of bioscience technologies;
- Assists the formation and growth of bioscience companies;
- Inspires the development of bioscience entrepreneurs;
- Supports the creation of high-paying bioscience jobs; and
- Provides the impetus for the development a fully collaborative regionally-aligned bioscience sector

Duties and Responsibilities

Communications

- Lead and manage all internal and external communications relating to the BioAlliance and Emergence
- Plan, create and implement a strategic communications plan(s)
- Work closely with the CEO and BioAlliance members in developing creative concepts and content for new marketing / communications vehicles
- Write compelling communication products that are grammar and error-free including, but not limited to: print material, web content, press releases, reports and presentations
- Provide communications support to the CEO, Director of Incubator Services and, other BioAlliance managers and members, as required
- Optimize print, social media and blog campaigns to generate interaction and optimize organizational and sectoral exposure
- Identify appropriate print and social media channels for various initiatives
- Synthesize complex content to ensure easy sharing with social media networks
- Responsible for editorial direction, design, production and distribution of all organizational publications.
- Coordinate media interest in the organization and sector and ensure regular contact with target media and appropriate response to media requests
- Act as the organization's representative with the media
- Leads projects as assigned, such as sectoral-related marketing and special events
- Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations function
- Keep informed of developments in the fields of marketing, communications and public relations, not-for-profit management and governance
- Develop and coordinate means to seek regular input from the organization's membership regarding the quality of programs and services

Marketing

- Develop and manage marketing communications including advertising, collateral materials, social media, sponsorships and events, market research, and website design and content either directly or with contractors
- Manage the BioAlliance's external web-site
- Collaborate with bio-cluster membership to position their products and increase favourable brand awareness in the marketplace
- Collaborate with bio-cluster membership and other stakeholders to market PEI as a place to live, work and do business
- Manage all activities related to the organization's brand: corporate identity, trademarks and execution through materials
- Lead and manage the implementation of marketing initiatives to advance the positioning, awareness and reinforcement of the organization and sector

- Stay current with online trends and best practices, including online marketing techniques, site/user experience optimization, social media, metrics/measurement
- Identify and execute all tasks required to deliver successful conference, client forums or other large events
- Ensure events are creative, innovative, appealing
- Manage overall planning and execution of BioAlliance events

Relationship Management

- Work effectively with the CEO to monitor and manage the overall effectiveness of strategic communications and marketing initiatives
- Work effectively with Director of Incubator Services to deliver effective communications and marketing support to Emergence
- Develop and maintain positive relationships with BioAlliance and biocluster members
- Develop and manage external relationships including, but not limited to: the media, provincial and federal communications counterparts and other stakeholders.

Competencies & Experience

- Minimum of 3-5 years experience in marketing, communications or public relations
- Bachelor's degree in a relevant field. Graduate degree would be considered an asset
- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications and public relations activities.
- Demonstrated experience as a results-oriented, strategic thinker and planner
- Demonstrated strength in oral, written, and presentation-style communications
- The ability to work independently, take initiative and be flexible
- Experience in the coordination of digital communications projects, including working with designers and subject matter experts to deliver projects on time and on budget
- Ability to identify, extract, organize and synthesize data from different information sources and translate into easy to read communication products
- Ability to produce professional correspondence free of grammatical and spelling errors
- Strong creative, strategic and analytical writing skills
- Detail oriented with superb organization skills
- Demonstrated and successful experience writing press releases, making presentations and work with the media
- Experience overseeing the design and production of print materials and publications
- Computer literacy in word processing, database management and page layout skills
- Strong oral and written communications skills.
- Ability to manage multiple projects at a time
- Be personable and operate with a high degree of integrity, transparency and professional values
- Bilingual in French and English would be considered an asset

Please email your cover letter and resume/CV to christopher@thedorchestergroup.ca with “Manager of Communications & Marketing” in the subject line.

Only those candidates selected for an interview will be contacted.

Must be presently legally entitled to work in Canada in order to be eligible for this position.

Deadline to Apply: March 1, 2020