

**Job Title:**

Communications Specialist, Content and Events

Salary Range:

\$67,000-\$77,000

Reporting Structure:

Reports to Senior Communications Manager

Job Scope:

This is a chance to make a real impact on society through the advancement of genomics. The **Communications Specialist** is a member of the Communications and Societal Engagement team. Reporting to the Senior Communications Manager you are an impeccable storyteller who is comfortable creating content for all media. While your focus will be on written impacts, you possess both digital and visual literacy skills which you know how to apply to create effective content strategies and stories. You have strong event savvy and know how to plan, organize and run engaging events that inspire discussion, foster collaboration and advance organizational goals. Working collaboratively with your immediate team members and across the organization, you will apply your skills to produce content and initiatives that elevate Genome BC's role as a convener, influencer and genomics leaders in BC, Canada and beyond.

You are an enthusiastic, organized, independent and creative individual with a passion for science and learning. You thrive in a fast-paced environment, possess confidence and aspire to work in a highly energetic, creative, agile and results-based team and you know how to execute. This role offers a unique opportunity to shape the public understanding of genomics and contribute to the growth of a world-class life sciences sector.

Areas of Impact and Responsibility:

- Design compelling stories that demonstrate the value genomics brings to people and industry
- Support the strategic plan, through compelling content development, external engagement initiatives, media relations and other relevant tactics
- Ensure comprehensive distribution plans for all collateral
- Plan and coordinate a variety of high-impact events that foster collaboration, drive engagement and elevate Genome BC's position as a leader in the life sciences ecosystem
- Measure and analyze content and event performance, using data to refine strategies and maximize impact
- Build the thought leadership profile of the organization and its leaders

- Liaise with partners and academic and industry partners as required
- Budget and timeline management with strict adherence to deadlines and quality products
- Support the Senior Communications Manager and your fellow team members

Education and Experience:

- Minimum university degree or post-secondary education in Journalism, Communications, Public Relations, Science Communications or relevant field; an equivalent combination of education and experience will be considered
- Minimum of 5 years' relevant work experience
- Demonstrated commitment to continuous learning and staying current with industry trends Excellent communication skills, both verbal and written, with the ability to synthesize complex information
- Proven experience in planning and executing events
- Demonstrated organizational skills, preferably in a technology or scientific research focused environment
- Able to initiate, iterate and innovate new ideas and approaches to content creation and engagement
- Problem solving and analytical skills
- Strong project management skills
- Social media knowledge and execution experience
- Ability to prioritize tasks with strong attention to detail
- Ability to develop multimedia storytelling content
- Ability to work within a multidisciplinary team environment in a high energy and rapid paced environment
- Knowledge of Microsoft required
- Experience with the BC life sciences ecosystem and Government is an asset
- Proficiency in graphic design and audio/video production tools (e.g., Adobe Creative Suite) is an asset
- Experience with Salesforce, media distribution and databases is an asset

How to apply:

If you're excited to join our team, please submit a current CV with a cover letter outlining your relevant experience, anticipated start date and the names and contact information of at least two references. Please send the application in MS Word or PDF via email to careers@genomebc.ca

Application deadline: Midnight Sunday April 27, 2025

We thank you for your interest in Genome BC. Only those candidates shortlisted for interviews will be contacted. No phone calls please.

About Genome British Columbia:

Genome BC is a not-for-profit organization that has advanced genomics research and innovation for nearly 25 years, growing a world-class life sciences sector in BC and delivering sustainable benefits for British Columbia, Canada and beyond. Genome BC has attracted over \$1 billion in direct co-investment to the province, which has contributed to funding more than 550 genomics research and innovation projects. These initiatives enhance healthcare and address environmental and natural resource challenges, improving the lives of British Columbians. Genome BC also integrates genomics into society by supporting responsible research and innovation and fostering an understanding and appreciation of the life sciences among educators, students and the public.

www.genomebc.ca

Our Values:

- **Integrity** is at the core of our decisions and actions
- **Empathy** is integral to our relationships
- **Commitments** are honoured with passion and purpose
- **Boldness** and agility motivate our pursuits
- **Curiosity** and wonder inspire us