Job Title:
Communications Manager, Content and Events

Salary Range:
$84,000-$92,000

Reporting Structure:
Reports to Director, Communications

Job Scope:
Reporting to the Director, Communications, the **Communications Manager, Content and Events**, is a member of the Communications and Societal Engagement team, leads Genome BC's events program and plays a significant role in the organization's content development.

You are a skilled storyteller who is comfortable creating content across formats, including written stories, presentations, original graphics, social media and video. Working alongside the Director and fellow Communications Managers as part of a shared content function, you apply your skills to produce content and initiatives that elevate Genome BC's role as a convener, influencer and genomics leader in BC, Canada and beyond. You own event strategy and execution, from concept through delivery. You know how to run engaging events that inspire discussion, foster collaboration, advance organizational goals and elevate Genome BC's position as a leader in the life sciences ecosystem.

This is a manager-level role based on the scope of the position and the judgment it requires. You manage your own portfolio, set priorities independently and are trusted to make decisions within your areas of responsibility.

You are an enthusiastic, organized and independent 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, agile and results-based team and you know how to execute. You can translate science into language that engages stakeholders and the public. With a keen eye for detail, you also possess creativity and embrace innovative ideas. This is a permanent position.

Duties and Responsibilities:

- Own event strategy, planning and execution, from concept through post-event evaluation; set objectives and manage timelines, budgets and vendor relationships
- Act as Genome BC's primary point of contact for events with internal stakeholders, partners and vendors; liaise with academic, industry and other partners as required

- Identify and establish meaningful metrics for events, content and campaign performance (website, social media, email marketing); collect, interpret and distill the resulting data to refine strategies and inform actionable recommendations
- Develop stories and content across formats, including articles, press releases, speaking notes, video scripts, presentations, graphics, and social and web content, that demonstrate the value genomics brings to people and industry
- Ensure comprehensive distribution plans for all content
- Maintain and update Genome BC's website, including content posting and page creation, and coordinate event registration and email communications through platforms such as Mailchimp and Swoogo
- Contribute communications support and content leadership to Genome BC's research portfolios, with the potential to take on lead responsibility for a specific portfolio area over time
- Support the strategic plan, through compelling content development, external engagement initiatives, media relations and other relevant activities
- Collaborate with the Director, Communications and fellow Communications Managers to align content and events with organizational priorities
- Build the thought leadership profile of the organization and its leaders

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 end-to-end event leadership, including budget and vendor management
- Ability to manage a varied portfolio and competing priorities independently, with strong attention to detail and without close supervision
- Experience with media relations, including responding to media inquiries and building relationships with journalists
- Strong project management and 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
- Demonstrated ability to build and maintain relationships with stakeholders, including vendors, researchers and partners
- Technical aptitude with website backend management, including content posting and basic site creation, using WordPress

- Experience with email marketing and event management platforms, such as Mailchimp and Swoogo
- Demonstrated problem solving and analytical skills, including the ability to interpret performance data and translate it into actionable recommendations
- Technical, artistic and graphic design ability, including illustration, audio/video production, layout and graphic design for social, web and print, with proficiency in tools such as Adobe Creative Suite
- Social media knowledge and execution experience
- 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
- Demonstrated application of equity, diversity and inclusion (EDI) principles in work processes is an asset
- Experience with Indigenous engagement is an asset
- Experience working with researchers and research managers and an understanding of research project management is an asset
- Experience with Salesforce, media distribution and databases is an asset

Primary Language of Work:
English

Work Location:
Hybrid schedule with weekly in-office requirements at the offices of Genome British Columbia at 575 W 8th Ave #400, Vancouver, BC V5Z 0C4

Benefits Package:
This position includes a comprehensive benefits package.

How to Apply:
Applicants should include a current CV with a cover letter indicating the anticipated start date and the names and contact information for at least two references. Please send the application in MS Word or PDF via email to careers@genomebc.ca

Application Deadline: December 20, 2026 at 17:00 PCT.
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 more than 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 $1.2 billion in direct co-investment to the province, which has contributed to funding more than 600 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** and accountability are at the core of our decisions and interactions
- **Empathy** calls us to meet people where they are
- **Excellence** through teamwork and collaboration
- **Boldness** and agility motivate our actions
- **Curiosity** and creativity inspire us to imagine what is possible