

It's an exciting time to be a part of Clinical Trials Ontario! Join a growing and energetic team committed to improving the clinical trials environment in Ontario and advancing health care and innovation opportunities across the province.

Clinical Trials Ontario (CTO) is an independent, non-profit organization established to support Ontario in achieving the vision of being a preferred location for global clinical trials while maintaining the highest ethical standards. Our priorities are to streamline processes that support the timely, efficient and cost-effective conduct of high-quality clinical trials, to support and promote public and patient engagement with clinical trials, and to promote Ontario's competitive advantages and clinical trial capacities to attract more investment to the province. For more information, please visit ctontario.ca.

As we embark on the exciting next phase of our mandate, we invite you to join our team as:

Communications Associate

Reporting to the Senior Communications Specialist, the Communications Associate is a creative and collaborative individual responsible for designing and executing external communications and marketing programs in support of CTO's strategic priorities. The Communications Associate is a strong storyteller who can manage the development of content from ideation through to publication and distribution on websites, social media, newsletters and other communication channels with a high attention to detail and quality. The Communications Associate will also play a key role in promoting CTO's annual conference and will utilize his/her visual expertise to develop impactful infographics, presentations and other materials to advance CTO's key messages to a broad audience including industry, institutions, scientists/investigators, research ecosystem partners, government and the public. This is a 12-month part-time contract position with the possibility of renewal.

Working in a dynamic and highly collaborative team environment, the Communications Associate will:

- Work with our conference planning team to develop and distribute marketing materials, website updates and social media content to promote our annual conference to prospective and registered delegates;
- Develop and coordinate production of a conference delegate package for those attending the conference including planning, design, content, materials production and liaising with vendors as required;
- Support key projects related to the refresh of the public website (ctontario.ca) and visual identity/creative standards for the organization including liaising with vendors, supporting audience/user experience research, developing and updating content and coordinating production;
- Coordinate the development and deployment of CTO's publications such as CTO's e-newsletter, including content writing and editing, assigning stories to external writers and editing their work, generation of story ideas and managing the Mail Chimp account, templates and subscriber lists;
- Coordinate and ensure the regular maintenance of CTO's website (using Word Press) and social media properties (Twitter, LinkedIn) and work with external vendors as required;
- Provide design expertise and support in the development of infographics, presentations and other visual-centric communications initiatives, working with external vendors as required;
- Analyze and report on the effectiveness of all communications and identify ongoing opportunities for improvement, growth and adoption of best practice;
- Provide general communications support to the CTO Team on other projects and assignments as required.

Essential background/skills:

The ideal candidate possesses:

- At least five years of experience in health, life sciences, academic or government sectors in a communications and/or marketing capacity;
- A post-secondary degree or diploma in communications, public relations, marketing or journalism;
- An understanding of the mandate of CTO and our relationship with key stakeholders including government, health and academic institutions, industry and research/life sciences partners;
- Strong writing and content skills with experience in developing engaging stories and compelling digital and print content, with a knack for understanding what makes a great story;
- Experience using and managing Mail Chimp in developing, deploying, managing and monitoring email campaigns including audience list management and email design;
- Experience using and managing website content via Word Press;
- Experience liaising and working with and providing direction to communications and/or marketing vendors such as designers/design firms, website firms, writers, photographers etc;
- Experience managing or coordinating social media content, analysis and community management/engagement with creativity and tact;
- Exceptional organizational and time management skills with the ability to manage multiple projects simultaneously;
- Professional interpersonal skills with the ability to work independently and as part of a team, including soliciting and constructively responding to input and feedback from others;
- Attention to detail and quality, with strong proofreading and editing skills.

Applications should include a resume and a cover letter detailing the candidate's interests and background and experience relevant to the position, as well as salary expectations. Please submit applications ***by Friday, January 13, 2017*** in confidence **by email** to:

Elena Trebinjac
Office Manager, Clinical Trials Ontario
email: hr@ctontario.ca