



CANADIAN ASSOCIATION OF SCIENCE CENTRES  
ASSOCIATION CANADIENNE DES CENTRES DE SCIENCES

# SCIENCEUPFIRST COMMUNICATIONS & SOCIAL MEDIA MANAGER

(One-year contract – Remote work)

One-year contract with potential for renewal. Remote work only, must be legally eligible to work in Canada. This posting will remain open until the position is filled. Interviews will begin the week of February 22, 2021.

## Position overview

The Canadian Association of Science Centres is seeking an experienced, proactive, and creative Communications and Social Media Manager to oversee strategy, production and delivery of digital content across all our channels, for the #ScienceUpFirst Initiative.

#ScienceUpFirst is an exciting new online movement designed to combat scientific misinformation with a focus on the COVID-19 pandemic. The World Health Organization has declared the rise of misinformation as a global infodemic that represents a real threat to the health and safety of Canadians. As the Manager of Communications and Social Media, you will be on the front lines of managing this awareness and engagement campaign.

## Position Objectives

- Lead a small team of content creators to achieve and exceed goals, by establishing a focused strategy and creative content
- Continue growth of brand awareness as a leading voice in debunking misinformation
- Oversee creation of engaging content and sharing of existing content addressing COVID-19 misinformation that can be strategically adapted for sharing across social media channels, our website, and a newsletter.
- Liase with a coalition of experts who will identify and help debunk COVID-19 misinformation.
- Work with key stakeholders from communities disproportionately affected by COVID-19 and online misinformation to co-create and amplify informative content.

- Manage editorial calendar and oversee production
- Monitor key metrics and use social media listening tools to set and execute strategy

The Communications and Social Media Manager will contribute to defining our brand story, by leading the development of content initiatives with a strategic mindset. They will also have a data-driven approach to breaking out of echo chambers and reaching priority communities, leveraging social media listening tools to monitor content performance and report impact to help us propel this movement against misinformation further.

## **Educational requirements**

Bachelor's degree in English, Journalism, Marketing, Public Relations or related communications field **OR** if no degree, equivalent work experience (3-5 years).

## **Required skills**

The Communications and Social Media Manager is the #ScienceUpFirst lead digital strategist and editorial curator. They must be empathetic toward those affected by misinformation and disinformation with an ability to think like an educator, intuitively understanding what the audience needs to know, plus when and how they want to consume it.

Specific skills required include:

- Strong background in Science Communication
- Minimum two (2) years of direct content management experience.
- Experience developing and implementing a social media campaign strategy
- Experience producing multimedia stories using words, images, audio and video
- Ability to balance the creative and analytical sides of communications, and ability to use both data and intuition to inform decisions.
- Clear articulation of the goal behind the creation of a piece (or series) of content and its intended impact.
- Project management skills to manage budget, editorial schedules and deadlines.
- An ability to collaborate with internal and external partners.
- Incredible people skills and an ability to motivate others to achieve and exceed goals, plus give clear feedback when needed.
- A life-long learner who is curious about the latest platforms and technology tools and looks for ways to use them.

- Ability to use relevant software, such as Canva, Slack, Asana, Hoot suite, Keyhole, and G-suite
- Proficiency in French and other languages is a definite asset.
- Previous experience managing a team is an asset.
- Training in marketing or social network analysis is a bonus.

## **How success will be measured**

The Communications and Social Media Manager will be measured on the continual growth of the #ScienceUpFirst movement and engagement through new content strategies through the consistent development and deployment of cross-channel multimedia content.

Specific measurements of this criteria include:

- Ability to lead and motivate a team of content creators through positive interactions
- Growth in reach and engagement on #ScienceUpFirst channels and of content with our hashtags
- Development of new content strategies with high engagement

This position will report to the Director of #ScienceUpFirst. The recruiting process will end when a suitable candidate is found.

**Salary range is \$70,000 to \$80,000/year.**

CASC is an equal opportunity employer. We value diversity and are committed to an inclusive and equitable work environment\*. Selection decisions are solely based on job-related factors. We encourage all qualified candidates to apply.

\*As part of our commitment to an inclusive work environment we accept and encourage anonymized resumes.

**To apply, please email: [info@casc-accs.com](mailto:info@casc-accs.com) with COMMUNICATIONS AND SOCIAL MEDIA MANAGER as subject.**

We thank all applicants for their interest. Only those selected for an interview will be contacted.