

## JOB DESCRIPTION

**Position Title:** Marketing & Communications Officer

**Term:** Full-Time, Permanent

**Reports to:** Vice-President Marketing, Communications and Events

**Effective:** October 2021

**Starting salary range:** \$50,000 - \$55,000

The Public Policy Forum (PPF) is a leading non-profit, non-partisan organization dedicated to finding innovative solutions to Canada's most pressing challenges through research and dialogue among Canada's leaders. We are seeking a dynamic, strategic and digitally focused Marketing & Communications Officer to play a key role in broadening the impact of all PPF activities and improving its digital presence.

Marketing & Communications Officer will report to the Vice-President, Marketing, Communications and Events, and work collaboratively with the Content Manager and Digital Designer, management and other staff.

The successful individual will have exceptional organizational, writing and editing skills, and the ability to manage multimedia projects. The candidate will be familiar with Canada's policy landscape and will be inventive in marketing ideas in clear and engaging ways.

PPF provides equal opportunity to all employees and applicants without regard to age, ancestry, race, citizenship, ethnic origin, place of origin, creed, disability, family status, marital status (including single status), gender identity, gender expression, record of offences, sex and/or sexual orientation.

## MAJOR RESPONSIBILITIES

- Coordinating the planning, editing, production and distribution of reports, blog posts, newsletters and other publications on all platforms, and specifically on the website and other digital channels;
- Proofreading and editing reports and other documents;
- Creating, editing and managing content for PPF's website, email marketing campaigns and social media channels, including Twitter, LinkedIn, Facebook, Instagram and YouTube;
- Creating a variety of interactive, engaging multimedia deliverables across all social media channels, including infographics, photo collages, boomerangs, videos and other promotional materials;
- Promoting PPF's events and research projects to diverse and targeted audiences using digital and traditional marketing methods;
- Tracking engagement with the PPF's digital channels using analytics tools and providing recommendations to improve engagement;
- Collaborating with management and staff to create memorable experiences at PPF's live events.

## EDUCATION AND EXPERIENCE

- Minimum 3 years of relevant experience;

- Post-secondary education in marketing, communications, journalism, public relations or a related field;
- Bilingualism is required;
- Experience in implementing digital media components of communication plans;
- Experience in effective digital communications, social media, SEO and analytics;
- Experience with website management, content creation and content distribution practices;
- Excellent knowledge of MS Office programs; knowledge of Adobe Creative Suite, design principles and basic video editing will be a strong advantage;
- Experience with WordPress and Mailchimp (or similar software) is essential;
- Translation experience is an asset.

## KEY SKILLS AND ATTRIBUTES

- Strong copyediting and proofreading skills, and the ability to write engagingly in English and French across different platforms;
- Ability to work collaboratively with PPF staff and external partners;
- Excellent organizational and time-management skills, ability to meet very tight deadlines, multitask and prioritize workload;
- Strong and charismatic team player, who is also able to work well independently, and shows strong initiative and enthusiasm.

**To apply for this position, please submit your cover letter, resume and 3 relevant samples of your work to [careers@ppforum.ca](mailto:careers@ppforum.ca) by 5 p.m. on Oct.22, 2021.**

*We thank all applicants for their interest in this opportunity; however, only those selected for an interview will be contacted.*