

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 not-for-profit organization focused on three key priorities: streamlining the conduct of high quality clinical trials, engaging patients and the public, and promoting Ontario as a preferred destination for global clinical trials. We offer a flexible and collaborative working environment and a competitive benefits package. For more information, please visit <http://www.ctontario.ca>.

We invite you to join our team as:

Senior Manager, Communications and Outreach

POSITION SUMMARY

Reporting to the President and CEO, the Senior Manager is a creative and collaborative individual responsible for developing and executing communications plans in support of CTO's strategic objectives. The Senior Manager, Communications and Outreach is a strategic thinker and storyteller with strong media relations and marketing communications skills who will lead many of CTO's outreach activities and communications initiatives and play a key role in CTO achieving its mission and expanding CTO's stakeholder outreach efforts.

The Senior Manager will also utilize his/her relationship building and stakeholder management skills to position CTO as a valuable organization to stakeholders and to advance the organization's mandate and core strategic priorities within the life sciences, health care and clinical trials environment.

Working in a dynamic team environment, the Senior Manager will:

- In partnership with the President and CEO, develop and implement a comprehensive stakeholder outreach and engagement strategy and plan. This will include working with the clinical trials/life sciences communities to develop stakeholder relationships and identify opportunities to advance CTO's agenda through strategic communications, outreach and engagement
- Position CTO as a valuable resource to organizations considering investing in or expanding clinical trials activity in the province
- Develop and implement comprehensive, innovative and integrated communications strategies and plans tailored to different stakeholders to increase awareness, understanding and uptake of CTO programming and ultimately position CTO as a valuable resource to the clinical trials community provincially and beyond;
- Create resources and promotional materials to showcase Ontario's clinical trials assets and other elements that help to position the province as a go-to destination for clinical trials conduct and investment;
- Oversee the development of all CTO communication properties and assets, including publications such as annual reports and brochures, eNewsletter and eBlasts;

- Manage media relations, including identifying proactive opportunities in line with the communications strategy, and advise on issues management;
- Provide leadership in the content development, planning and execution of major conferences and outreach events
- Identify opportunities for, and participate in the writing of, CTO responses to external consultations and developments
- Write/edit materials such as news releases, backgrounders, presentations and issue notes to support a variety of communications initiatives;
- Gather metrics/analytics to track effectiveness of CTO communications;
- Support various strategic stakeholder outreach campaigns and PR initiatives;
- Develop a digital and social media strategy;
- Create and post content on CTO's website, and share content via CTO's social media channels;
- Work with a variety of external suppliers to support communications programs;
- Manage/oversee communications staff/contractors
- Provide support on projects and assignments as required.

ESSENTIAL BACKGROUND/SKILLS

- The ideal candidate possesses a post-secondary degree in Communications, Public Relations and/or Journalism and has a minimum of 7 years of progressive communications experience;
- Experience in communications planning, media relations, writing, public affairs, stakeholder relations, and issues management;
- Strong outreach, presentation, interpersonal skills and relationship building skills
- Experience with or significant knowledge of and interest in the clinical trials, life sciences or healthcare environment
- Knowledge of and experience with online/social/interactive media, including publishing content to a website and newsletter creation;
- Professional oral and written communications skills;
- High attention to detail;
- Exceptional research, proofreading and editing skills, and ability to identify story ideas;
- Ability to manage multiple projects at one time;
- Enthusiastic self-starter;
- Excellent organizational skills;
- Ability to work independently but contribute effectively and positively in a team environment;
- Excellent judgement and problem-solving skills;
- Displays solid tact, diplomacy, and interpersonal skills;
- Ability to produce professional and compelling written and presentation products using major office applications;
- Knowledge of and previous work experience with CTO's stakeholders an asset.

Applications should include:

- Resume and a cover letter detailing the candidate's interests, background and experience relevant to the position
- 2-3 professional writing samples produced by the candidate
- Salary expectations and proposed availability

Please submit applications **by Thursday, August 10, 2017** in confidence **by email** to:

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

For further information please contact :

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