

Communications Generalist

Part Time Contract (up to 20 hours/week) Position Description

Posting date: July 15, 2021

The Clean Resource Innovation Network (CRIN), a Canadian not-for-profit organization, is looking for an energetic, collaborative and trusted communications professional with a vision and passion to be part of an organization that is driven to make things happen and to make a difference for our world.

You will be part of a team with national scope and regional, national and global impact. CRIN is a matrixed, member organization with operations based in Calgary, Alberta, and serving more than 2,600 members across Canada.

The role

The new Communications Generalist role will help to support a broad portfolio of membership engagement, outreach and marketing/communications activities targeting cleantech and oil and gas stakeholders across the country.

The Communication Generalist role is a **contract position starting at up to 20 hours/week for six months**, with possibility of expansion and extension. As a member of the CRIN Operations Team, you will report to the Membership Engagement, Outreach and Communications (MEOC) Coordinator, and will also work closely with the other members of the operations team including the Operations Director, Technology Enablement Coordinator, Administrative & Events Coordinator; the MEOC chair and sub-committee, and others.

Where your expertise will shine

The Communications Generalist position is responsible for proactive communication planning and execution; internal client consultation on communications issues; and execution of communications activities for the projects and initiatives of CRIN's seven Technology Theme Areas, various ecosystem sectors, other volunteer committees, and CRIN 'corporate' engagement and outreach.

You'll need all of the skills in your communications toolkit, and will gain valuable experience in a complex, fast-paced organization with highly technical content and diverse stakeholder groups. Tasks you can expect to tackle include but are not limited to:

- Writing and multimedia content development for all channels with focus on web, newsletter and presentations
- Strategic planning in alignment with CRIN's vision, mission, and key messages, and with a focus on integration across CRIN's Technology Enablement Committee (TEC) and tech theme areas; Sectors of the oil and gas innovation ecosystem; MEOC and others

- Identification and tactical execution of new opportunities to support tech development initiatives; technical knowledge sharing (events, whitepapers, and more); sector outreach/activation; and membership growth
- Help to manage CRIN's Editorial Calendar proactively and identify opportunities to leverage/repurpose CRIN content across all channels
- Pre- and post-event marketing including 'roving reporter' event summaries for web and newsletter
- Help develop, monitor, analyze and report communication KPIs; support all CRIN KPI reporting
- Share responsibility for managing CRM and other tools, including shared email, web updates, newsletter content, formatting and distribution

The right fit

In addition to stellar writing, creative planning and proficient tactical communication skills, the ideal candidate is/has:

- Highly collaborative in approach to all projects, able to lead and follow within teams
- Committed to excellence in customer service
- Comfortable in a high-energy, fast-paced environment with competing high priorities
- Three to six years of experience in communications, preferably within a corporate communications environment
- A university degree or related post-secondary diploma/certificate in communications, public relations, business, or associated field
- Supported unstructured projects to completion within a changing environment and fixed budgets
- Worked successfully with different types of people at many organizational levels
- Proficiency within the Microsoft Office suite and savvy in assessing, adopting and using relevant business and collaboration technologies to improve operational effectiveness

Preference for:

- Experience in clean technology development, energy or natural resource industries
- Passion for science and technology
- Experience in Equity, Diversity and Inclusivity communications and projects
- Strong networking skills to support members collaborations and membership growth
- Bilingual in English / French

Where you'll be working, your work schedule, and other meaningful information:

- The Communications Generalist can be based anywhere in Canada working from your home office / remote location.
- While work schedule flexibility is provided, core hours will frequently need to align with generally accepted business hours in the Mountain time zone and mutually agreed upon with the rest of operations team.
- Some irregular hours throughout the week including weekends and travel within Canada may be required for event and meetings according to CRIN policies and procedures.

Apply

To be considered for the Communications Generalist role, submit a cover letter outlining suitability of your skills and experience, and a resume, by email to info@cleanresourceinnovation.com. Interviews will

take place as qualified applications are received. We thank all applicants for their interest; only those selected for an interview will be contacted.

CRIN is an equal opportunity organization. Qualified candidates are encouraged to apply; however, Canadian citizens and permanent residents will be given priority. CRIN is strongly committed to equity and encourages applications from all qualified candidates, without regard to race, colour, religion, creed, sexual orientation, gender identity, marital status, national origin, age, veteran status, disability or any other protected class.

About CRIN

CRIN's vision is to make Canada the global leader in producing clean hydrocarbons from source to end use. A network of networks, CRIN accelerates the development and commercialization of ground-breaking solutions by establishing industry priorities and by connecting innovators within the ecosystem (researchers, small and medium enterprises, governments, NGOs, others) to resources (funding, talent, labs, and facilities), investors and industry partners (oil and gas producers and service companies) who deploy technology solutions.

[Learn more about CRIN](#) and how together we will address key environmental and economic challenges, including reducing greenhouse gas (GHG) emissions and other environmental footprints.