

Marketing and Communications Coordinator, ElevateIP

INNOVATE CALGARY

Calgary, AB

Innovate Calgary

Innovate Calgary is the technology transfer and business incubator centre for the University of Calgary. As part of the Office of the Vice-President (Research) portfolio, we work with University of Calgary researchers, students, and other members to bridge the gap between discovery and create economic and societal impact.

We provide a unique environment for employees, combining a flexible working environment with significant exposure to the breadth of the University of Calgary's growing innovation and entrepreneurial ecosystem.

Project

Innovate Calgary, along with the University of Calgary, Economic Development Lethbridge, and other partners across Alberta, is working to improve the quality of intellectual property that powers the province's start-up ecosystem. We want to create programs and partnerships that offer access to IP expertise across Alberta, particularly for groups like Indigenous communities, women, newcomers, and rural/remote entrepreneurs.

Job Description

The Marketing and Communications Coordinator will work with program partners, participants, and external vendors to create engaging marketing and communications content for the ElevateIP program. The position reports to the Head of Marketing and Communications at Innovate Calgary.

Responsibilities

- Create and execute marketing and communications plans for ElevateIP, including website content, marketing collateral, video/audio scripts, and social media content.
- Develop training documents, videos, guides, and presentations for internal and external use.
- Create marketing and communications toolkits for program partners and service providers.
- Plan and support events that engage program stakeholders like funders, partners, and participants.
- Help develop a marketing budget.
- Work with program partners, funders, and participants to leverage storytelling opportunities and media relations.
- Assist with customer service and overall program needs as required by the Program Director.

Qualifications

- 1-2 years of related work experience
- Strong writing and editing skills for a variety of platforms
- Strong written and verbal communication skills
- Good understanding of digital marketing, social media platforms, and website content strategies
- Ability to manage multiple content channels and design workback and production schedules
- Experience using design and production software like Adobe InDesign, Illustrator, Photoshop, and Canva
- Ability to work independently and as part of multiple teams
- Knowledge of Salesforce and previous experience working with startups and entrepreneurs is an asset

Note: The job is located in Calgary, but remote work can be considered. Some travel within the province may be required.

How to Apply

Your resume and cover letter can be submitted to hr@innovatecalgary.com. Please be sure to address the role of Marketing and Communications Coordinator, ElevateIP.

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

Application Closing Date

Open until candidate is found.

Innovate Calgary is an equal opportunity organization committed to building and fostering a fair and inclusive community that values diversity and encourages respect for all. We welcome applicants across any race, colour, religion, sex, sexual orientation, gender identity, national origin, disability, protected veteran status, Indigenous status, or any other legally protected factors. We recognize the value of identifying and removing barriers for any applicants interested in participating in our programs.