

JOB POSTING

Job Title **Business Development & Strategy
Summer Student (TEMPORARY)**

Reports to Manager, Marketing and Communications

Location **Canadian Science Publishing**
65 Auriga Drive Suite 203
(Hwy 16 and Hunt Club area)
Ottawa, Ontario

Date ~May 7 – August 31, 2018



Canadian Science Publishing, publisher of the NRC Research Press journals, *FACETS*, and *Anthropocene Coasts*, is the foremost scientific publisher in Canada. With over 50 highly skilled experts and an editorial team comprising some of the world's leading researchers, Canadian Science Publishing communicates scientific discoveries to over 175 countries.

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Canadian Science Publishing welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

General Responsibilities

The Business Development & Strategy Group Summer Student will provide support for the promotion and publication of scientific manuscripts in Canadian Science Publishing's scientific and engineering journals. They will support the Business Development & Strategy Group in a variety of communications, content development, social media, and branding initiatives. They may also support the Publishing Operations Group in progressing manuscripts through the peer review and production processes.

Specific Duties

Under the guidance of the Manager, Marketing and Communications,

- Provide support to the CSP Blog team: post, copyedit, select header images, and generate metadata for archived posts for WordPress blog, post new blog posts as required, and write blog posts on suggested topics as requested; provide support on CSP's planned blog content migration to WordPress and journal site;
- Support the development and creation of sales and content development marketing materials and campaigns;
- Research and send digital posters, promotional materials, or emails to university departments and other relevant organizations according to journal promotional needs;
- Support coordination of conference deadlines and production/ shipping of promo materials;
- Oversee the CSP *Visualizing Science* image contest, including social media promotion (Instagram, Twitter, Facebook), prize suggestions, and validation of submissions;
- Develop and implement new social media contests;
- Research ways to integrate video into scholarly publishing and science communication;
- Provide social media support by creating a calendar for key events, holidays, and hashtags for social media sharing; track and monitor monthly analytics for CSP social media accounts, suggest content for sharing on social media and provide text, suggest new approaches to sharing content on social media (e.g., new hashtags, new uses of image, .gifs, video), research interesting articles published in our journals and suggest social media promotional text, and suggest new channels for dissemination and explore ways to make the most of these channels (e.g., Instagram);
- Provide suggestions for journal-specific newsletter content; and
- Provide suggestions for how to reach the new generation of researchers and potential new authors.

Qualifications and Educational Requirements

- Candidate for or recent graduate of a Bachelor program with a focus on science communications.
- Demonstrated audience-specific writing ability.
- Demonstrated knowledge of social media platforms.
- Strong work-ethic, with a high degree of attention to detail.
- Ability to prioritize and work in a deadline driven environment.
- Able to work independently and as part of a team.

Contact

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