

Assistant for Communications & Engagement  
Ocean Networks Canada Centre for Enterprise and Engagement (ONCCEE)

### **Context**

The ocean is now available to anyone, anytime, anywhere. Researchers, students and anyone anywhere on the Internet, at any time, can access real time data and images from a new generation of cabled ocean observatories consisting of instrument clusters connected to shore with optical fibre communications cables. Qualified users can also control seafloor equipment from wherever they are.

VENUS, operational since 2006 in the coastal waters of southern B.C., is the world's first successful multi-site multidisciplinary internet-accessible cabled ocean observatory ([www.venus.uvic.ca](http://www.venus.uvic.ca)). NEPTUNE Canada, operational in 2009, provides similar capability but with an 800km backbone cable extending from the coast to the deep sea offshore, spanning an entire tectonic plate from spreading ridge to subduction zone. ([www.neptunecanada.ca](http://www.neptunecanada.ca)).

Ocean Networks Canada (ONC) is a not for profit society created by the University of Victoria to govern, manage and develop the VENUS and NEPTUNE Canada ocean observatories, along with prospective additional installations, opportunities and relationships that achieve ONC's mission of transformative ocean science. The Ocean Networks Canada Centre for Enterprise and Engagement (ONCCEE) has been funded as a federal Centre of Excellence for Commercialization and Research to enhance socio-economic and educational benefits from ONC activities.

ONCCEE's communication and engagement objective is to offer non-scientific audiences unprecedented opportunities to experience and participate in VENUS and NEPTUNE Canada's discoveries. The aims are: (a) to brand Canada as a world leader in ocean science and technology; (b) to seed economic growth by cultivating Canada's next generations of ocean scientists and engineers; and (c) to make ocean science more relevant by harnessing the active interest and opinions of the broad general public (specifically, there is an original opportunity here for both science **and** the general public to be better informed through ongoing, primarily web-based interactions enabled by ONC).

ONCCEE's public outreach and education program will depend on scientific discoveries made by people around the world using the VENUS and NEPTUNE Canada observatories. It is thus inherently collaborative and involves building good relationships between users to encourage the sharing of ideas and information. Collaborations may include helping the users achieve their own outreach and education objectives.

### **General Accountability**

The Communication and Engagement Assistant (CEA) is accountable through the Manager of Communications and Engagement to the Director of ONCCEE and ultimately to the President and CEO of Ocean Networks Canada (ONC).

The primary responsibility of the CEA is to provide organizational and project management support in the execution of a public engagement strategy that will offer non-scientific audiences unprecedented opportunities to experience and participate in ONC discoveries.

The principal activities of the CEA will include:

- (1) Planning, organization and project management for public engagement activities, in collaboration with ONC, VENUS and NEPTUNE Canada staff.
- (2) Developing and maintaining processes for tracking suitable opportunities for public outreach and engagement initiatives (community and school events, conferences, film festivals, etc.) along with associated relevant contacts.
- (3) Assisting with securing funding for public outreach and engagement initiatives through the identification and tracking of funding opportunities as well as contributing to the grant writing process.
- (4) Supervising volunteers and students (work-study, coop, interns) working on public outreach and engagement initiatives.
- (5) Work with the Manager of Communications and Engagement to develop metrics for tracking progress of the communication and engagement program, monitoring progress against those metrics and providing periodic reports on activities and results.
- (6) Contributing to the development of websites, social media, newsletters, displays, and other outreach materials including design input and content creation (writing text, selecting images, etc.).
- (7) Identifying and developing “stories” and observatory products suitable for use in public and educational engagement, in collaboration with VENUS and NEPTUNE Canada.
- (8) Identifying and developing opportunities for ONC media in collaboration with observatory users and other partners such as museums, aquariums, print, broadcast and internet media.
- (9) Assist with liaising with national and regional organizations involved in public engagement.
- (10) Other duties as assigned

### **Requirements of the Position**

The position requires:

#### **Experience**

A Bachelor’s degree in a related field and 5 or more years of professional

experience in public education, journalism, public relations, marketing communications or other areas related to the duties of the position.

### **Vision/Passion**

Dedication to the goal of engaging researchers, students, educators and the general public together in the excitement of ocean science and technology.

### **Skills**

- proven ability to make scientific and technical knowledge accessible to a variety of audiences at different levels of understanding and interest, and to make public interactions accessible to researchers.
- demonstrated ability to organize and manage multiple simultaneous projects and to carry out tasks to achieve project and program goals in a timely manner without supervision or regular support.
- demonstrated ability to develop and implement plans for events, conferences, workshops, etc.
- outstanding communications skills (interpersonal and with a broad array of audiences) both in speaking and writing.
- demonstrated ability to work collaboratively.

### **Knowledge**

- an understanding of the special challenges and needs for public outreach and engagement associated with major science projects.
- a high level of knowledge and understanding of opportunities, media and issues related to public engagement in Canada and elsewhere, as obtained by several years of experience.
- a good background knowledge of ocean science and ocean literacy.
- a good understanding of the academic and government research environment in Canada and elsewhere.
- a good understanding of the K-12 educational environment in Canada and the needs of educators
- a high level of working knowledge and understanding of web & media technologies related to public engagement.

### **Attributes**

- initiative and independence.
- creativity and innovativeness.
- methodical.
- calm under pressure.
- collaborative

## **Significant Internal and External Relationships**

### *Significant Internal Relationships*

- Manager, Communications and Engagement, ONCCEE
- Director, ONCCEE
- President and CEO, Ocean Networks Canada
- Directors of VENUS and NEPTUNE Canada
- Personnel within NEPTUNE Canada and VENUS

### *Significant External Relationships*

- Communications, University of Victoria
- Marketing, University of Victoria
- Faculty members, University of Victoria (School of Earth and Ocean Sciences, Geography, Biology, Faculty of Education, etc.)
- Researchers and other users of VENUS and NEPTUNE Canada everywhere in the world
- Communications & outreach managers and/or personnel in other universities and/or institutions.
- Managers and staff in other public outreach and education organizations
- Educators, particularly at the K-12 level
- Media
- Public servants
- Representatives of Non-Government Organizations locally, nationally & internationally
- Members of the public

### **Salary and term of appointment**

Salary will be commensurate with qualifications and experience and will be for an initial three-year term. It will be renewable, subject to performance reviews and funding availability.