

## Director, Marketing & Community

### Platform Calgary

Empowering people // building the next economy.

CALGARY, ALBERTA

Reporting to the President & CEO, Platform Calgary's Director, Marketing & Community will lead a new team focused on engaging and building community, enhancing the profile of Calgary's startup and innovation ecosystem, continuing the roll out of Platform's new identity (our evolution from Calgary Technologies Inc.), and supporting the launch of the new 50,000ft<sup>2</sup> Platform Innovation Centre, opening in 2021.

This role is ideal for a mission-driven, values-based strategic communications professional with a track record of helping people build community and do things they couldn't otherwise do alone. Platform Calgary is in the midst of significant transition, building on a 38-year legacy. We have a new mandate, new programs, new structure, new building and new attitude. Our Director, Marketing & Community will bring a fresh perspective and pre-existing networks, ultimately helping our transition go faster and farther.

As the leader of a small team, this role will require the successful candidate to be comfortable with both strategic planning and relationship building, while also being ready to roll up their sleeves to produce work when required. The role requires excellent written and verbal communication and digital skills. The wider the breadth of communications experience, the better.

#### **Position Description:**

##### *Strategic Communications*

- Responsible for Platform's external communications and promotion strategy and tactics, including stakeholder communications, digital platforms and agency relationships.
- Oversees all aspects of the organization's internal Marketing and Communications function.
- Ensures Platform's overall mission, objectives, and key messages are communicated consistently by the whole team.

##### *Community Engagement, Events & Network Support*

- Works to make community engagement a *state of being* for the organization (not a series of events).
- Conceives, curates and convenes events that: support Platform's program needs, promote knowledge sharing, and build strong relationships within the ecosystem in Calgary and the Alberta Innovation Network.
- Designs and rolls out programming that helps build or support strong peer/interest networks in the Calgary tech startup and innovation ecosystem.

### *Research & Advocacy*

- Oversees research and message development to contribute to a shared growth agenda for the Calgary startup and innovation ecosystem.
- Maximizes the impact from Calgary participating in global benchmarking networks, such as Startup Genome.
- Runs campaigns to enhance the profile of Calgary's startup and innovation ecosystem, working closely with partner organizations, especially Calgary Economic Development and Startup Calgary.
- Contributes to the success of the Edmonton-Calgary Innovation Corridor.

### **Knowledge, Experience and Skill Profile:**

- Team leadership, coaching.
- Brand development, digital campaigns, agency relationships.
- Persuasive writing, design direction, corporate identity.
- Media, stakeholder and government relations.
- Acting as a spokesperson.
- Events, meetups, public speaking.
- Digital collaboration tools.
- Experience working in a dynamic non-profit an asset.
- Passion for technology, innovation, startups and entrepreneurship required.

### **Qualifications:**

- 12+ years' experience in marketing/ communications disciplines, with progressive leadership demonstrated.
- Experience with sponsors/partner relationships an asset.
- Advanced Degree in a related field preferred.

### **To Apply:**

Interested applicants are asked to forward their resume to [JoinTheTeam@platformcalgary.com](mailto:JoinTheTeam@platformcalgary.com). This position will remain open until a suitable applicant is identified.

*We thank all applicants for their interest however, only those persons for whom we need further information or who are being considered for an interview will be contacted.*