

Manager, Brand and Strategic Initiatives

Position details

- **Position:** Manager, Brand and Strategic Initiatives
- **Salary range:** \$98,000 to \$115,000
- **Reports to:** Senior Director of Communications, Public Affairs and People Strategy.
- **Direct reports:** None (this is an individual contributor role that works across teams)
- **Term:** Full-time, parental leave cover. Contract 15 months with possibility of extension depending on organizational needs
- **Location:** Toronto (hybrid, minimum 2 days per week in office)

About Ontario Genomics

Ontario Genomics is a not-for-profit organization established in 2000. Our vision is to build a globally competitive bio-based economy for Ontario.

Funded by the Government of Ontario and other partners, we bring together a network of more than 600 researchers, ecosystem partners, industry representatives, investors and governments to accelerate commercialization and move made-in-Ontario biotechnology solutions out of the lab and into real-world use. We operate with the urgency of a start-up, with the rigour and accountability needed to deliver economic growth for Ontario.

About the role

The Manager, Brand and Strategic Initiatives shapes how Ontario Genomics shows up in the world. This role owns our brand, content and campaigns, and brings the same storytelling strength to the funding and public affairs work that sustains our programs, including provincial and federal government funding applications.

The focus of this role will vary from week to week. Priorities will shift with funding deadlines, campaigns and events, and it is not expected that every area of responsibility will receive equal attention at all times. The successful candidate will use sound judgment in balancing competing demands, with priorities set in collaboration with the Senior Director.

This role is great for you if...

- You're a creative, organized communicator who enjoys moving between a campaign, a brand toolkit and a funding application in the same week.
- You want exposure across the organization, working closely with senior leadership and with program and finance teams.
- You want to build government funding and public affairs experience alongside your communications skills.
- You enjoy turning complex science into stories people actually care about.
- You're excited to experiment with AI and help shape how a team uses it.
- You want a visible role where your work directly supports Ontario's bio-based economy.

Key responsibilities

Brand and content

- Plan and deliver integrated content and campaigns that build the Ontario Genomics brand and keep our voice, visuals and messaging consistent across channels.
- Build and maintain brand guidelines, templates and toolkits, and advise teams on presentations, documents, graphics and event materials.
- Lead our presence on LinkedIn and other relevant platforms and keep the website current, using analytics to refine content and campaigns.
- Produce content across formats, including newsletters, video, infographics, case studies, short-form social, and blogs.
- Translate complex genomics and engineering biology science into clear, compelling impact stories featuring the researchers, companies and partners we support.
- Lead the Annual Report through production and promotion for Board approval, along with promotional content for events, sponsorships and speaking opportunities.
- Support media relations and issues management as needed, including news releases, key messages and responses to inquiries.

Strategic initiatives, funding and public affairs

- Lead provincial and federal government funding applications, proposals and reports, working with program and finance colleagues to deliver strong, complete submissions on time.
- Develop government engagement materials such as briefing notes, one-pagers and pre-budget submissions.
- Monitor provincial and federal funding programs and priorities and flag opportunities to leadership.
- Plan and deliver communications for major organizational initiatives and launches.

AI and innovation in communications

- Use Ontario Genomics-approved AI tools responsibly and creatively to accelerate research, drafting, editing, content repurposing and analytics, while protecting accuracy, confidentiality and the organization's voice.
- Identify opportunities to improve team workflows with AI and digital tools and help colleagues build confidence using them well.
- Stay current on AI trends and responsible-use practices in communications, including fact-checking, privacy and disclosure.

Planning and operations

- Contribute to communications planning, reporting and evaluation using our project management tools (Monday.com).
- Support the planning and delivery of Ontario Genomics events, including logistics, promotion and on-site support.
- Undertake other duties as assigned by the Senior Director.

Qualifications and experience

- Bachelor's degree or equivalent experience in Communications, Marketing, Public Relations, Journalism, Life Sciences or a related field.
- 6+ years of progressive experience in brand, marketing, digital or strategic communications.
- Experience in a not-for-profit, research, life sciences or public sector setting is a strong asset.
- Proven track record managing a brand and a multi-channel content program from strategy through execution.
- Proven experience leading successful funding applications or proposals, ideally to provincial or federal government programs.
- Exceptional writer and editor with a talent for making science accessible to non-specialist audiences.
- Hands-on proficiency with Adobe Creative Suite, Canva, social media management tools such as Hootsuite, web content management systems, analytics and SEO.
- Demonstrated practical use of AI tools in communications work, with sound judgment about their limits and risks.
- Understanding of how provincial and federal governments work and how they fund research and innovation. Familiarity with the Canadian research and innovation ecosystem is an asset.
- Strong project management skills and the ability to deliver on competing priorities and tight deadlines.
- Collaborative self-starter who is comfortable advocating for new ideas and strategic opportunities.
- Knowledge of inclusion, diversity, equity and accessibility (IDEA) principles as they apply to communications and design.
- Able to attend on-site work functions as needed and work from our Toronto office a minimum of 2 days per week.

How to apply

Please submit a cover letter and resume via email to careers@ontariogenomics.ca.

Deadline to apply: October 30th, 2026

At Ontario Genomics, we embrace inclusion, diversity, equity and accessibility (IDEA) principles and strive to incorporate these into our hiring practices. We are working to address research that shows women and other equity-deserving groups often only apply when they feel 100% qualified. If you don't see yourself fully reflected in every job requirement listed above, we still encourage you to reach out and apply.

We are committed to creating a more just, inclusive, diverse, equitable and accessible organization. We welcome applicants from all genders, ages, ethnicities, races, cultures, abilities, sexual orientations and life experiences to apply. While everyone is considered, only the most qualified candidates will be contacted. Accommodation requests can be made for any stage of the recruitment process.