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**Job Title:** Communications Specialist

**Position Type:** Permanent, full-time, hybrid, Ottawa

### About Innovative Medicines Canada

This isn't just a job—it's a chance to make a real impact on the lives of Canadians.

Innovative Medicines Canada (IMC) is the voice of Canada's innovative pharmaceutical industry, representing over 40 member companies. We advocate for policies that support the discovery, development, and delivery of innovative medicines and vaccines to improve the health and well-being of all Canadians. IMC's members contribute \$25 billion to Canada's economy, support nearly 150,000 high-quality jobs across the country, and invest \$3.5 billion in research and development.

Join a team that values collaboration, passion, and purpose. Here, your work helps break down barriers, influence policy, and improve patient outcomes, ensuring Canadians have timely and equitable access to the treatments they need, when they need them.

### Your Impact at IMC

As a Communications Specialist, reporting to the VP, Communications, you will play a key role in three areas: as a writer, providing copywriting and editing support across a range of communications materials; as a social media lead, responsible for managing the association's social media presence; and as a coordinator, supporting the Communications team to improve efficiency and overall impact.

### What You Will Own

**Writing and editing:** Support the Senior Writer in developing, writing, and editing clear, compelling, and on-brand content across multiple platforms. Assist with writing and editing key messages, media releases, Q&As, social media content, and other communications products, as required. Ensure tone and sensitivities to external factors are taken into consideration in public messaging. Coordinate with all IMC staff to support consistent, aligned messaging across external communication products, including for events, webinars, and speaking engagements.

**Social media content creation:** Create and manage content across platforms (LinkedIn, X, Facebook, Instagram, etc.). Develop a variety of social media content, including text, audio, video, and graphics. Maintain a content calendar with all aspects of content creation and delivery. Ensure all content reflects the association's voice and brand. Monitor industry news and activity, amplifying when appropriate. Support the President, the Health Research Foundation, and Medicine



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Matters Canada (IMC's public advocacy platform) with social media content creation, writing, and editing. Collaborate with other teams to ensure social media coverage of all relevant events, products, and issues.

**Coordination:** Coordinate and manage communications projects. Implement project tracking and quality control processes to monitor progress, flag risks early, and ensure outputs are accurate, polished, and on message. Liaise with internal teams and external vendors. Maintain team priorities and the communications metrics dashboard. Update event dashboards and registration portals. Coordinate communications to members and stakeholders. Provide coordination and note-taking for the Communications Advisory Team.

**Monitor industry trends:** Stay up to date on social media trends and technologies, identifying issues, risks, and opportunities. Monitor industry trends and recommend improvements to communications strategies, plans, and outputs.

**Organizational collaboration:** Participate as an active member of the ACE team, connecting insights and supporting collaboration across the organization. Build relationships with peers at member companies to exchange ideas, share resources, and collaborate on mutually beneficial initiatives. Liaise with the Digital Content Specialist to ensure consistent messaging across marketing collateral, including ads, videos, graphics, slide presentations, and signage.

### What You Will Bring

- 3+ years of progressive experience in a communications, social media, or coordination role.
- University degree in communications, marketing, journalism, public administration, business, social sciences, or a relevant field.
- Proven experience in writing, editing, and developing communications materials in a corporate environment.
- Experience developing and implementing social media strategies, creating engaging content, and posting in a timely manner across platforms.
- Experience using social media management and analytics tools (Hootsuite, Buffer, Google Analytics, Facebook Ads Manager, Twitter Ads Manager, LinkedIn Campaign Manager, Survey Monkey).
- Experience with project and event management software (Asana, Cvent) is an asset.
- Experience in a non-profit or national association environment is an asset.
- French language proficiency is a strong asset.



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## How You Will Show Up

**Clear communicator:** You communicate effectively, with excellent writing and editing skills, and the ability to translate complex information into clear, accessible language.

**Attention to detail:** You are detail-oriented, with a keen eye for minor errors and inconsistencies.

**Calm and composed:** You are comfortable working in a fast-paced, dynamic environment, and are self-disciplined and able to remain composed under pressure.

**Accountable and reliable:** You take ownership and deliver high-quality work.

**Sound judgment:** You have strong analytical and problem-solving skills, along with excellent organizational and time management skills, with the ability to manage multiple projects, priorities, and workstreams.

## Why You Will Enjoy Working at IMC

**Comprehensive health and wellness coverage:** Guided by our mission to improve health outcomes for Canadians, we invest in the well-being of our people through a comprehensive group insurance plan, including a health spending account that offers flexibility and choice.

**Purpose driven work, accomplished together:** Above all, you'll contribute to IMC's mission to improve the health of Canadians by advancing access to innovative medicines—working alongside a deeply engaged and talented team that is passionate about making a meaningful impact.

### Additional perks that make your day-to-day even better:

- Flexible hybrid work model (1–2 days per week in the office)
- Parking allowance for in-office workdays
- Office closure during the holiday season

## Our Commitment

**Equity, Diversity & Inclusion:** Innovative Medicines Canada is committed to building an inclusive, equitable, and accessible workplace. We encourage applications from candidates of all backgrounds and identities, including Indigenous peoples, visible minorities, persons with disabilities, and individuals of all gender identities and sexual orientations. If you require accommodation at any stage of the



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application or interview process, please let us know and we will work with you to meet your needs.

**Responsible recruitment practices:** Our recruitment process combines human expertise with the responsible use of AI-enabled tools to help identify the skills and qualities that matter most for success at IMC. We are committed to safeguarding candidate privacy and using technology ethically and transparently.

## Join Us

If you are inspired by our mission and believe you can contribute to the team through your talent and daily demonstration of our values – **People First, One Team, and Collective Impact** – we would love to hear from you. To learn more about IMC, please visit our website at [innovativemedicines.ca](https://innovativemedicines.ca) or send your resume to [cvs@imc-mnc.ca](mailto:cvs@imc-mnc.ca).