



part of Canada's Immuno-Engineering and Biomanufacturing Hub (CIEBH)

Reports to	Dr. Kelley Lee, Co-Director, BRC
Hours	Full-time (35 hours/week)
Salary range	\$85,000–\$90,000 CAD per year (until February 2028)
Location	Simon Fraser University Burnaby Campus
Dates	August 2025–February 2028

ABOUT THE BRIDGE RESEARCH CONSORTIUM | <https://bridgerc.ca>

The Bridge Research Consortium (BRC) was formed in 2024 to strengthen Canada's pandemic readiness by helping to build a domestic therapeutic pipeline and immunization system that embeds public trust and equitable access into scientific innovation, policy development, and operational readiness. As a unique academic consortium of social sciences and humanities scholars, working with scientists, healthcare workers, and other varied partners and collaborators across Canada and the world, the BRC enhances understanding of the social and behavioural factors associated with the uptake of new vaccines and immunotherapies.

POSITION OVERVIEW

The BRC is seeking a **Strategic Communications Manager** to lead the implementation of our organizational communications strategy and Theory of Change framework. As a central figure in our transdisciplinary and impact-driven initiative, the successful candidate will work closely with the Scientific Co-Directors, Project and Operations Manager, Knowledge Mobilization Lead, and BRC Lead Scholars and their teams to advance and amplify the BRC's research, training and knowledge mobilization activities.

KEY RESPONSIBILITIES

- Leads the execution of BRC's communications strategy across digital, print, and in-person channels.
- In coordination with the KMB team, translates and distills complex scientific research into accessible and engaging narratives and communication outputs for diverse audiences, including policymakers, researchers, public health and healthcare workers, community partners, and the public.
- Ensure all communications align with our Communications Strategy, Theory of Change to advance project workstreams, and fulfill the BRC's mandate.
- Manages messaging consistency and tone across external platforms (including the website, social media, reports, media materials).

- Collaborates with internal teams (Scientific Co-Directors, Project And Operations Manager, Knowledge Mobilization Team, BRC Lead Scholars and other BRC members) to develop content, campaigns, and communication tools.
- Coordinates media engagement, media releases, event promotion, and other strategic communications in consultation with the KMB team and relevant collaborators and partners as needed.
- Develops analytics reports to assess the reach and impact of communication efforts, adjusting strategies as needed and in coordination with the KMB evaluation frameworks.

REQUIRED QUALIFICATIONS

- Minimum 5 years of progressive experience in strategic communications, preferably in research, healthcare, nonprofit, academic or research institutions or public sector settings.
- Proven ability to manage multi-channel communication channels.
- Strong writing, editing, and storytelling skills with experience translating scientific or technical content.
- Knowledge of health equity, biomedical research, or science communication is essential Familiarity with theories, principles, and practices of current strategic and risk communications.
- Experience aligning communications with a Theory of Change or impact framework is preferred.
- Ability to work in a fast-paced and dynamic national environment and demonstrate a high level of tact, diplomacy, and discretion.

PREFERRED QUALIFICATIONS

- Background or interest in immunology, vaccine policy, pandemic preparedness and response.
- Visual design or multimedia skills (e.g., Canva, Adobe Suite, video editing, etc.).
- Experience in stakeholder or community engagement and culturally responsive communication practices.
- French language skills preferred.

WORK ENVIRONMENT AND FLEXIBILITY

- The role can be hybrid, requiring 3 days a week at our Burnaby office, with periodic in-person meetings in Burnaby and Vancouver, B.C., or at national events.
- Flexibility is needed to accommodate time zones.
- Flexibility is provided for caregiving responsibilities and accessibility needs.
- Occasional travel may be required (e.g., conferences, workshops, stakeholder engagement activities).

HOW TO APPLY

At the Bridge Research Consortium, we believe that attracting and sustaining a diverse workforce is key to the successful pursuit of excellence in research, innovation, and learning for all faculty, staff, and students. Our commitment to employment equity helps achieve inclusion and fairness, brings rich diversity to SFU as a workplace, and creates the necessary conditions for a rewarding career.

Please submit your CV, cover letter, and a portfolio of 3–4 communications samples (e.g., writing, campaign material, digital content, media interview link) by email to bridgerc@sfu.ca. The application deadline is 11:59 pm on **July 20, 2025**.

EMPLOYMENT EQUITY

Simon Fraser University is committed to employment equity and encourages applications from all qualified persons, including visible minorities, Indigenous people, persons with disabilities, and LGTBQ-identified persons. Located on unceded Coast Salish Territory — the traditional territories of the səlilwətał (Tsleil-Waututh), kʷikwə́ləm (Kwkwetlem), Skwxwú7mesh Úxwumixw (Squamish) and xʷməθkʷəy̓əm (Musqueam) Nations, SFU is actively building an increasingly diverse and inclusive community.

STRATEGIC COMMUNICATIONS MANAGER — JOB SUMMARY

We are seeking a **Strategic Communications Manager** to implement our Communications Strategy in alignment with our Theory of Change. This role is ideal for a communications professional who is deeply committed to public trust and health equity through effective science communication. The successful candidate will play a key role in communicating complex research, training, and KMb activities of the BRC into accessible and meaningful messaging, amplifying our impact, and ensuring our research, training and knowledge mobilization work is communicated to key audiences including scientists, policymakers, industry, public health and healthcare workers, community partners and the broader public.

The Strategic Communications Manager provides strategic communications leadership, including the implementation of our communications strategy and the design and implementation of other communication plans. The Strategic Communications Manager also provides support to advancing the BRC's Knowledge Mobilization (KMb) mission for real-world impact by facilitating knowledge exchange between researchers and diverse knowledge users, co-creating research outputs that address the needs of high-priority populations, and ensuring the timely and accessible dissemination of findings.

Goals include: executing strategic and effective internal and external communications about the BRC's activities; building positive local, national, and international awareness of the BRC's research, training and knowledge mobilization activities, events and outputs; advancing the reputation of the BRC to attract and engage new collaborators, partners and funders; and to attract highly qualified personnel (HQP).

The Strategic Communications Manager is the lead story writer and editor for the BRC.

Responsibilities include leading the articulation and execution of BRC's visual identity and public-facing guidelines, creating story content, managing BRC's social media channels, and conceiving and managing other communications efforts. The Manager contributes writing, basic design, publishing, video, photography and editing skills towards high standards for aesthetic quality, editorial and brand coherence, and accuracy of publications in print, web-based media and social media. The Manager also helps curate BRC data as necessary for story content and internal and external communications.

ORGANIZATIONAL STATUS

The Strategic Communications Manager oversees all communication operations for the BRC. The Strategic Communications Manager receives strategic direction from the BRC Scientific Co-Directors, works in close collaboration with the BRC's Project and Operations Manager and Knowledge Mobilization Lead, and reports to Scientific Co-Director, Dr. Kelley Lee.

The Strategic Communications Manager regularly engages and collaborates with BRC Lead Scholars, BRC Scholars, Secretariat staff, collaborators, partners and trainees in managing a broad range of communications activities.

The Strategic Communications Manager liaises as necessary with the Faculty of Health Sciences (FHS) Communications Office, Advancement and Alumni Engagement, and SFU Central Communications. They also work with members of the media and public, other academic communities and government and industry.

WORK PERFORMED

Strategic Leadership & Implementation

- Executes and refines the BRC's multi-year communications strategy in alignment with its Theory of Change.
- Ensures all communications activities align with BRC values of collaboration, equity, empowerment, mutual respect, and good governance.
- Leads integrated campaigns to amplify BRC's research, training and knowledge mobilization outputs, events, and public engagement initiatives.

Content Creation & Knowledge Translation

- Develops high-quality, audience-tailored content including web copy, media releases, reports, newsletters, infographics, videos, and social media posts.
- Collaborates with Knowledge Mobilization (KMb) and Scientific teams to translate complex scientific and technical material into accessible, narratives and communication outputs for diverse audiences.
- Uses judgment, tact, and diplomacy at all times when communicating with audiences especially when urgent or highly sensitive.
- Conducts environmental scans and monitors digital performance for current and future communications strategies, activities, and approaches.

- Uses analytical skills and techniques to evaluate complex problems and gauge media and public opinion trends and reactions.
- Assesses situations, anticipate risks, and determine appropriate response/action for strategic communications initiatives.

Digital Engagement & Brand Management

- Manages all aspects of BRC's website and social media channels. This includes creating and optimizing digital content including website copy, social media posts and multimedia content (videos, infographics, etc.), plus monitoring, tagging and responding to social media opportunities to engage and grow BRC audiences.
- Manages brand consistency across all communications and develops toolkits or templates to support team cohesion.
- Supports the creation of communication materials for major reports, funding proposals, and conference presentations.

Stakeholder Engagement and Media Relations

- Builds relationships with media outlets, public relations partners, and communications leads across partner institutions.
- Coordinates event promotion, media outreach, and public relations strategies for key BRC milestones.
- Drafts briefing notes and messaging for the BRC Scientific Co-Directors, and project leadership.

Issues Monitoring and Support

- Actively monitors news outlets and social media (including vaccines and immunotherapy critics) for potential issues management needs.
- Advises and supports rapid response efforts via social media posts, website posts, etc.

Monitoring, Evaluation & Learning

Tracks and reports on communications performance metrics and stakeholder engagement indicators.

- Uses evaluation data to inform iterative improvements to BRC's overarching communications strategy and tactics.
- Contributes to annual reports, impact briefs, and knowledge mobilization reporting for funders and stakeholders.

Other Strategic Communications

- Creates and curates stories and visuals showcasing the BRC's activities and events, members, achievements outreach, and community impact.
- Collaborates with FHS and SFU and UBC Communications Offices (other BRC Scholars' home institution's communications offices) in the creation and dissemination of relevant stories.
- Develops written content and visual assets for other online or print materials including: the BRC website, newsletters, brochures, flyers, ads, press releases, annual reports, external reviews, and other promotional items.
- Develops and maintains BRC statistics to support storytelling, presentation development, and promotional efforts. Creates content — ranging from short snippets to formal presentations — for BRC staff and faculty to use in a variety of contexts. Also contributes to industry and community outreach, as well as advancement and fundraising. Maintains a series of slide decks and other promotional materials for internal and external use.
- Keeps informed of current developments and trends in the fields relevant to the BRC to ensure enough contextual knowledge to generate BRC research-related content. Takes digital photographs and video clips for use in communications and marketing initiatives, including BRC meetings and events.
- Edits, crops, and digitally enhances photographs using software, e.g., Photoshop. Trims and edits video clips using video-editing software, e.g., Premiere, Canva, iMovie.
- Creates, edits, and distributes video content, including scripting, recording, and post-production.

At the Bridge Research Consortium (bridgerc.ca), we believe that attracting and sustaining a diverse workforce is key to the successful pursuit of excellence in research, innovation, and learning for all faculty, staff, and students. Our commitment to employment equity helps achieve inclusion and fairness, brings rich diversity to SFU as a workplace, and creates the necessary conditions for a rewarding career.



The Bridge Research Consortium is funded by the Canada Biomedical Research Fund, the Canada Foundation for Innovation and the BC Knowledge Development Fund to support Canada's Biomanufacturing and Life Sciences Strategy.

We bring together wide-ranging expertise and perspectives to better understand and support public trust and equitable access to new vaccines and immune-based innovations that strengthen Canada's readiness for future health emergencies.