



## **EpLink Outreach and Communications Lead**

EpLink is looking for an individual with experience in knowledge translation and outreach. The incumbent will be responsible for working with clinicians, community epilepsy agencies, and people with epilepsy to develop content to promote the purpose and initiatives of EpLink. This is a full-time position for one year, with potential for extension.

### **Key duties include:**

- Posting and updating social media channels (Twitter, Facebook, YouTube); maintaining EpLink website content; tracking communication and social media metrics; providing logistical support for education/research seminars and events; securing speakers and sponsors for various events; designing and distributing sponsorship packages, as well as promotional materials for events; and coordinating weekly fellowship meetings.
- Coordinating media and press coverage related to EpLink and EpLink events by:
  - Working with Office of Communications to coordinate media interviews for EpLink researchers, press releases, and other media/communications requests.
  - Responding to general media enquiries and triaging requests as required.
- Develop communication and knowledge translation strategies of research initiatives by:
  - Writing, posting and maintaining content on the EpLink website and social media channels (Twitter, Facebook, and YouTube).
  - Monitoring and tracking social media and website metrics.
  - Tracking and documenting EpLink communication initiatives (e.g. events, research updates, etc.) for use in the annual report.
- Working collaboratively with the Program Manager on EpLink events by:
  - Organizing logistics of epilepsy education/research seminars and public/media events (e.g. drafting agendas, arranging catering, booking rooms, etc.).
  - Securing speakers and assisting with tailoring talks to intended audiences.
  - Monitoring and tracking attendance turn-out for public events to identify non-profit and public engagement indicators.
- Coordinating regular research meetings by:
  - Coordinating and preparing meeting materials, agendas, room bookings, etc.
  - Reaching out and facilitating the requirements of session speakers/guests.
  - Recommending improvements to the facilitation and outreach of these meetings to improve audience turn-out.
  - Troubleshooting and coordinating AV equipment when meetings need to be broadcasted or recorded.



**EPLINK: THE EPILEPSY RESEARCH PROGRAM OF THE ONTARIO BRAIN INSTITUTE**

University of Toronto | 1 King's College Circle, MSB 4352 | Toronto, Ontario | M5S 1A8

[www.eplink.ca](http://www.eplink.ca) | 416-978-0779

**Requirements:**

The ideal candidate...

- Is a recent graduate with a MSc. or PhD. in Neuroscience or a related field.
- Has a firm understanding of the importance of research, knowledge of Ontario's neuroscience scene and are committed to improving brain health.
- Is creative, self-motivated and thrives in a fast-paced, collaborative environment.
- Has well-honed research, analytic, and time management skills to clearly identify goals, translate plans into deliverables, track progress, and manage data.
- Is versatile and flexible in his/her ability to coordinate multiple tasks and anticipate/modify work plans to meet evolving priorities.

**Application Procedure:**

Please send a cover letter and CV to [khum.eplink@gmail.com](mailto:khum.eplink@gmail.com).

**Posted:** March 2017