

RMA is looking for:

- 1) An Associate in Greater Toronto Area
- 2) Associates in other Canadian communities/regions



We are looking for an intermediate to senior level, freelance/independent communications consultant with whom we would establish a service agreement to be an Associate in the Greater Toronto Area or in communities/regions across Canada. We encourage people of all backgrounds and circumstances to contact us if they possess all or most of the experience and skills outlined below.

As with all of our Associates, the new Associate will work in collaboration with RMA's Senior Associates and Managing Partner. For more information about RMA visit www.rmassociates.ca.

The RMA Advantage

As an Associate of RMA you will be:

Part of Business Development

- included in RMA proposals as appropriate;
- added to existing contract arrangements in your area where possible and appropriate;
- provided with business cards and other marketing materials, as well as having a photo and biography on the RMA website;
- able to raise your profile by being featured on RMA's digital efforts such as a photo and biography on our main website, inclusion in the blog, e-announcements and blogs;

Part of an Established Brand and Team

- provided with access to co-working space (where available);
 - announced as our new Associate for the area;
 - be part of a great team with a network of business partnerships, such as GAPC Productions; Infield Fly Productions; rTraction digital marketing; Nanos Research and other companies and individuals providing specialized services;
 - provided with an instant network of colleagues who comprise the RMA team, providing back-up and complementary skills;
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Proprietary Materials, Platforms and Approaches

- backed by RMA's track record of 17 years covering all parts of Canada, providing all communications, marketing and PR services, and involving all sectors;
- developed as a RMA trainer and given access to RMA's proprietary course materials and approaches (only if the Associate is approved to be a trainer for one or more of our courses that are relevant to her/his expertise);
- provided with internal professional development, such as access to RMA's manuals, courses and other information sources, as well as instruction in our proprietary approaches and methodologies;

Independent

- encouraged to pursue work/contracts outside the scope of the RMA arrangement but with an acknowledgement she/he will be open with RMA about related opportunities she/he is pursuing, will try not to compete with RMA and will not use RMA proprietary materials or approaches in work not performed as an Associate of RMA;
- expected to have their own phone, laptop/computer and other tools;



Remuneration

- paid on a project-by-project basis according to an hourly rate, per diem rate or flat fee as clearly outlined and agreed to at the procurement or planning stage of each project; and,
- asked at times to participate in business development activities (preparing sections of proposals, attending short-list presentations, participating in RMA events and other promotional activities) without remuneration (unless otherwise negotiated) but with the understanding they will be included in project work or otherwise be compensated if the bid is successful.

RMA pays based on project work. While we are a busy and expanding company, there is no guarantee of constant work. Business development is something we work very hard at and we collaborate with and support new associates in that endeavour.

If there is a paying client and you're on the team because a) you have the skills and experience needed to do the work, or b) you brought in the work that RMA wouldn't otherwise have, then you will be paid for professional services according to a statement of work, rate and schedule agreed to before the beginning of the project. Or, if you brought in the work but won't work on the project, you will be paid a finder's fee. We operate on the principles of openness and fairness to all involved – the Associate, other members of the team, RMA corporate and, of course, our clients.



About You

Experience

Do you have all or some of the following?

- A demonstrated track record in building professional relationships and developing new business;
- A demonstrated track record as a marketing and communications strategist. This should include experience in at least two of the following: campaign development; corporate communications strategies; marketing plans; digital and/or traditional issue management; community/stakeholder engagement; media relations; public relations; public opinion research; crisis communications; risk communication; internal communication; or other related discipline.
- Demonstrated experience providing marketing and communications services to multiple sectors (private, public and non-profit) including a track record with at least two of the following: government organizations; post-secondary institutions; health or healthcare entities; non-governmental organizations; and/or companies and organizations working in science, technology, engineering or mathematics (STEM).
- Demonstrated professional experience in managing or producing digital communications and marketing, such as overseeing or producing social media campaigns, digital audio/video, digital publications, multimedia presentations, e-learning courses, websites, etc.
- A post-secondary degree or diploma in a field related to marketing and communications (or equivalent in training and experience).

Skills

Are you comfortable and effective with all or some of the following?

- Interpersonal communication, networking and business development activities that are based on honesty, authenticity, mutual trust and respect.
- Public speaking, such as making speeches, giving presentations, delivering training courses or facilitating workshops.
- Using communications technology, from the use of hardware such as laptops and video cameras, to software such as an excellent command of MS Office and other software packages. In other words, self-described Luddites should probably give this one a pass.
- Writing and editing.
- A second language is an asset, particularly French.

Make Contact

Please send your CV and a letter or e-mail addressing each of the bullets under Experience and Skills to mckay@rmassociates.ca.

Feel free to include examples or other substantiation to support your comments. References will be required at some point but may be provided later after a face-to-face meeting.

If you would just like to talk about possibilities, you can always contact RMA's Managing Partner, John McKay, at 613-699-2007 ext. 102 or at the above e-mail address.

