



RMA is looking for an

Associate: York Region/GTA

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 York Region/GTA. We encourage people of all backgrounds and circumstances to apply if they possess all or most of the experience and skills outlined below.

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

Experience

Do you have 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 digital communications and marketing, such as production of 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 great at 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.
- Experience and knowledge related to York Region is also an asset.
- The Associate must be resident in the Greater Toronto Area.

The RMA Advantage

You will still be an independent consultant but as an Associate of RMA you will be:

- included in RMA proposals as appropriate;
- added to existing contract arrangements where possible and appropriate;
- provided with access to co-working space;
- announced as our new Associate for York Region;
- provided with an instant network of colleagues who comprise the RMA team, providing back-up and complementary skills;
- access to our network of business partnerships, such GAPC Productions, rTraction Digital Marketing, Nanos Research and other companies and individuals providing specialized services;
- backed by RMA's track record of 17 years covering all parts of Canada and involving all sectors;
- provided with business cards and other marketing materials, as well as having a photo and biography on the RMA website;
- 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;
- 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);
- encouraged to pursue work/contracts outside the scope of the RMA arrangement but with an acknowledgement she/he will be open with RMA about opportunities he/she 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;
- asked 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;
- paid on a project-by-project basis according to an hourly rate, per diem rate or flat fee as clearly outlined at the procurement or planning stage of each project; and,
- asked to conduct their professional activities for RMA in line with our principles. These principles focus on building trust through clear and authentic communications that do not rely on spin or misleading marketing.

Remuneration

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 intend that our new associate will work at it as well.



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 are not to 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.

To be considered

Please send your CV and a letter addressing each of the bullets under Experience and Skills. Please provide examples or other substantiation to support your comments. Three references will be required at some point but may be provided later if the person is to be considered for a face-to-face interview.

We will acknowledge all submissions but only those people we would like to meet with will be contacted before the end of October.

Schedule: please provide the CV and letter on or before October 26, 2017. If required, this deadline can be extended at the discretion of RMA.

For questions and to submit your CV and letter: info@rmassociates.ca