



## Job Posting

### Program Manager, Science Rap Residency Program

#### About Spark

The purpose of Calgary's science centre ("Spark") is unwavering. Spark exists to make lives — and the world — better through an affinity for science. Through visits to Spark, and encounters with Spark in the community and online around the world, people are lifted up by the positive power of curiosity, experimentation and creativity. Spark is a registered charity.

The outcome is profound. Spark helps people of all ages fuel up for the future because at Spark, science, technology and invention are embedded in cultural experiences. This creates new points of access to the disciplines at the core of innovation. Join the Spark team to transform lives and inspire the future.

#### Position Overview

The Program Managers (2) will co-lead the Science Rap Residency Program. **Each position is a two-year, part-time (0.6) contract** to develop and deliver a residency program for Indigenous youth focused on the creation of rap videos about the science of immunization. These positions work in close collaboration with the Indigenous Engagement Specialist who leads Indigenous engagement at Spark and is the primary liaison with the Indigenous Advisory Circle. The Program Managers report directly to the Director, Brand and Marketing, who will ultimately be responsible for the distribution of the PSA developed as part of this program. The team also works closely with members of the visitor product and education teams at Spark. This position is funded by a grant from Public Health Agency of Canada.

#### Program Overview

The Program Managers will be responsible for convening Canadian hip-hop talent, scientists, Indigenous Elders and Traditional Knowledge Keepers to develop an artist residency program with science communication at the forefront. This collaborative program will create unique public service announcements featuring Indigenous and racialized young adult talent promoting the importance of vaccines and providing influence to build confidence in vaccinations. The residency program is based on hip-hop education pioneered by Dr. Chris Emdin from Columbia University, which has gained traction as a tool for science communication and education. It encourages an approach that invites both creators and audiences to examine their lived experiences in relation to science.

#### The residency outcomes will include:

- 12 media products (public service announcements) for dissemination on social media and television platforms over the course of 18 months, with an intended reach of six million views
- culturally sensitive and relevant guidelines for communicating with vaccine-hesitant audiences
- a playbook for creating science-based content that reaches audiences on their own cultural turf through hip-hop science education

#### Work With Purpose

There are three important goals and objectives of the program:

**Goal 1:** To develop a science communication program that brings together young adults from Indigenous populations to connect with scientists, hip-hop talent, Elders and Traditional Knowledge Keepers based on hip-hop science pedagogies to advance evidence-based beliefs about vaccines.

Objective 1A: Develop a partnership framework to deliver a science communication program that brings together best practice expertise working with Indigenous peoples and vulnerable populations, from mentorship, to studio access, to travel and accessibility resources.

Objective 1B: Working directly with youth and young adult audiences to develop content that resonates, and can be shared through digital influencers and traditional media avenues.

**Goal 2:** Develop culturally sensitive and relevant guidelines for communicating with vaccine hesitant audiences.

Objective 2A: To lean into evidence-based approaches for sharing scientific disinformation with youth and young adult audience through the coming together of scientists and science communicators through culturally inclusive practices.

Objective 2B: Expand on Spark's involvement with the Canadian Association of Science Centre's #ScienceUpFirst initiative to further communicate this project's approach within the sector and beyond as a means of promoting vaccination.

**Goal 3:** To further promote the sustainability of this approach, Spark Science Centre aims to develop a playbook for creating science-based and evidence-backed content that reaches audiences on their own cultural turf.

Objective 3A: Work in collaboration with the Werklund School of Education and Spark's Learning Teams to develop impact assessments, as well as to transform the approach and processes learned from this 18-month project into intensive learning exchanges for both K-12 and post-secondary educators through Spark's Learning Lab, and for science communicators through Spark Science Centre's Science Communication Workshop.

Objective 3B: Developing through partnerships opportunity to transmit musical PSAs through social media influencers, traditional media, and where possible connection to live events where vaccinations can be readily available.

This role requires strong positive leadership and fluid collaboration across all Spark departments to achieve production goals.

### **Key Responsibilities**

- Develop and manage a new residency program.
- Develop budgets, timeline and operating plan for the program, ensuring program success.
- Engage and manage relationships with partner organizations
- Coordinate activities across Spark departments to ensure the execution of successful program, including collaborating with Visitor Product, Group Experiences, Brand, Advancement and Business units at Spark.
- Develop timely pan-organizational internal communications to inform staff about program touch points and impacts.
- Liaise with internal stakeholders for space use, tool use and other resources including staffing.
- Liaise with external stakeholder including drafting agreements, development activity and event plans, and executing those plans.
- Supervise onsite external contractors, consultants and partners.
- Support the marketing aspect of the project.

- Ensure the program is aligned with business and strategic goals of Spark as a whole.
- Model high performance, flexibility and kindness in a rapidly changing growth environment.
- Maintain commitment to fluid ways of working to achieve world-class visitor experiences amidst constantly evolving conditions.

### Qualifications & Knowledge

- Minimum of three years of experience or expertise in coordination of media and/or entertainment program development and delivery
- Understanding of Indigenous culture, Indigenous protocols, multiple ways of knowing and reconciliation
- Solid understanding of program management
- Understanding of creative development and media production processes, including demonstrated ability to prioritize, manage time and juggle multiple tasks while meeting deadlines.
- Fluency in project planning, engaging consultants, workshop planning and delivery, logistical and communication processes related to a creative residency program.
- Ability to work with youth.
- High degree of organizational skill and ability to handle multiple projects in various stages of development.
- An inspiring and compassionate leader who cultivates a culture of high performance around them.
- Strong ethics and ability to manage confidential data.
- A proven track record of adding value to an organization's culture and initiatives.
- A positive attitude!
- Desire to work on a high performing team with a continuous upgrading culture to achieve high impact results. Fluidity and a desire to work hard and grow are essential.
- A high degree of creativity with the ability to leave your ego at the door.
- Willingness to learn and adapt to change.

### Culture at Spark

Spark's goal is to become one of the top 10 most-worth-visiting science centres in the world. Through skilled and confident programming, Spark will attract visitors from around the city, province and globe, and immerse them in emotive experiences as they explore ever-evolving, quirky and thought-provoking galleries. The skilled programming at this level of success will only be possible with an organization-wide commitment to effective performance. High performance at Spark is both defined and experienced by diverse cultures and proactively advances equity among all human beings as part of the definition of effectiveness.

Spark's high performance culture is driven by a shared purpose. Team members are united by values and proud of the reputation we are building together. What does high performance look like at Spark?

- **Commitment to Purpose.** Everyone at Spark is a purpose driven leader. You are passionate about entertaining people of all ages in creative encounters with science, technology and engineering, and the output of your work reflects our values: collaboration, curiosity, courage, commitment, and creativity. Why? Because it makes the world a kinder, safer and better place.
- **Culture of Philanthropy.** Spark is a registered educational charity that relies on the support of sponsors and donors to ensure it can do this work to make the world a better place.

- **Commitment to Continuous Learning.** Your individual growth is driven by a desire to be a part of the team that makes Spark one of the best science centres in the world. Every day is a professional development day at Spark. You are expected to seek out learning opportunities and pursue professional growth. At times the growth may be uncomfortable, and you embrace it as part of the journey.
- **Agents of Change.** We are a culture of experimentalists. It is expected and encouraged for staff to make suggestions that can improve a program, presentation, process or service. It is also expected and encouraged for suggestions to be accepted and tried with a thank you for helping each other get even stronger.
- **Coaching Mindset.** Sparklers are committed to helping each other become even stronger in our roles. Upgrading each other's work is enjoyable and rewarding because teams are built on trust. Supervisor feedback feels like coaching, not criticism or punishment. Remember, you can say anything if you are kind, clear and non-judgmental. This is how high performance teams are built.
- **Winning and Losing as a Team.** We work together to drive action and results that are aligned with Spark's mission in the outside world. We encourage healthy debate and science-based decision making. Our relationships allow us to make big asks of each other and get big things done together with a sense of urgency and excellence. If someone appears to fail, you ask, "What did I do or not do to contribute to that, as it is my failure too."
- **Achieving Results.** Spark is dedicated to excellence in all aspects of communicating science and we carry that dedication to excellence in every aspect of Spark's work. We encourage each other to set stretch goals and work together across all departments to exceed them.

**To Apply:** Interested candidates can submit their cover letter and resume, in confidence, to [careers@sparkscience.ca](mailto:careers@sparkscience.ca) with "Program Manager, Science Rap" in the subject line.

**Closing Date:** December 10, 2021

*We thank all applicants for their interest. **Only those selected for an interview will be contacted.***

*Spark is committed to employment equity and diversity and encourages applications from all qualified individuals.*