

Mitacs Business Strategy Internship (BSI): Partner Proposal Genome Prairie

Organization Name: Genome Prairie

Please Send Resume/Cover Letter To: humanresources@genomeprairie.ca

Full Time or Part Time: Full Time

Application deadline: Applications will close March 15, 2024, and will be reviewed on an on-going basis.

Seeking Applicant in:

Edwards School of Business, Management & Marketing

Background:

Genome Prairie is a non-profit organization that supports and manages large-scale genomics and related bioscience research projects in the Canadian Prairies. It plays a pivotal role in facilitating innovation in key sectors such as health, agriculture, food, environment, and climate action. The organization aims to harness the transformative power of genomics to drive economic growth and improve quality of life.

Communications and Engagement Challenges:

1. **Complexity of Genomic Science:** Communicating the intricate details of genomic science to a diverse audience can be challenging. There's a need to make the information accessible and engaging for non-specialists.
2. **Visibility and Public Engagement:** As an organization operating in a specialized field, Genome Prairie may struggle with public engagement and visibility. Increasing awareness and understanding of their work is crucial for broader impact.
3. **Digital Presence:** In a digital age, having a strong online presence is vital. Genome Prairie must leverage digital platforms effectively to reach a wider audience and stay ahead in the fast-paced scientific community.
4. **Partner Collaboration:** Building and maintaining robust partnerships are essential for resource sharing, funding, and advancing research. Effective communication strategies are needed to nurture these relationships.
5. **Multifaceted Stakeholder Base:** Genome Prairie interacts with a variety of stakeholders including researchers, policymakers, industry leaders, and the general public. Tailoring communications to meet each group's needs is a significant challenge.

Opportunities:

1. **Advancements in Digital Communication:** Utilizing the latest digital tools and platforms offers an opportunity to enhance Genome Prairie's outreach and engagement efforts.
2. **Interdisciplinary Collaboration:** By fostering interdisciplinary collaborations, Genome Prairie can create innovative solutions and present complex research in more relatable ways.
3. **Educational Outreach:** Developing educational programs and resources can demystify genomics for the public and inspire future generations of scientists.

Project Impact:

The proposed project will develop strategic communications expertise and skills with a digital-first approach, directly addressing Genome Prairie's challenges:

- **Enhancing Digital Content Strategy:** By focusing on a responsive digital content strategy, the project will elevate Genome Prairie's online presence, making scientific findings more accessible and engaging.
- **Supporting Corporate Strategy:** The project will align with the overarching corporate strategy, ensuring that communications efforts contribute to the organization's goals and mission.
- **Driving Engagement:** Through targeted communications and events, the project will increase stakeholder engagement, fostering a deeper understanding of genomics' impact on society.
- **Strengthening Partnerships:** Strategic partner engagement activities will help build and sustain valuable collaborations, enhancing Genome Prairie's capacity for groundbreaking research.

In summary, this project will empower Genome Prairie to overcome its current communication hurdles by adopting a strategic, digital-first approach, thereby amplifying its impact across its core focus areas.

Project Title:

Digital-First Strategic Communications Initiative: Enhancing Impact in Health, Agriculture, and Environmental Action at Genome Prairie

Objectives & Methodology/Approach:

Objective 1: Elevate Genome Prairie's Digital Presence

Plan to Accomplish:

- Implement an Agile project management approach to iteratively improve the organization's website and social media channels.
- Utilize best practices and content marketing to increase visibility and attract a broader audience.
- Leverage analytics tools to monitor engagement and refine strategies based on data-driven insights.

Objective 2: Enhance Stakeholder Engagement and Education

Plan to Accomplish:

- Employ Design Thinking methodologies to create targeted communication campaigns that resonate with different stakeholder groups.
- Develop interactive digital resources, such as webinars, to educate and engage the public in genomics research.
- Organize webinars and partner engagement activities to foster collaboration and knowledge sharing.
- Collaborate with industry and academic partners to develop educational materials that foster a greater understanding of how genomics research impacts society.

Objective 3: Streamline Internal and External Communication Flows

Plan to Accomplish:

- Identify inefficiencies in current communication processes and implement improvements.
- Introduce collaborative platforms and technologies to facilitate better internal coordination and external partnership management.
- Train staff in best practices for digital communication to ensure consistency and effectiveness across all channels.

Timeline:

Weeks 1-2: Initiate project with stakeholder meetings to define goals and objectives.

Weeks 3-4: Conduct an audit of the current digital presence and communication channels.

Weeks 5-8: Implement changes or suggestions to the website and launch new social media campaigns.

Analyze data from new digital strategies and adjust plans accordingly.

Weeks 13-16: Review of project progress and assessment of objective achievements.

Prepare comprehensive report on project outcomes and future recommendations.

Description of internship experience:

The intern will be provided with a dynamic and resourceful working environment, whether they are on-site or remote (as approved by the supervisor). Here's what they can expect:

Resources, Facilities, and Equipment:

- **Access to High-Speed Internet:** Essential for all digital communications work, research, and virtual meetings.
- **Computing Equipment:** A laptop or desktop computer with necessary software for content creation, data analysis, and project management.
- **Communication Tools:** Access to email, video conferencing platforms, and instant messaging apps to stay connected with team members and stakeholders.
- **Collaboration Platforms:** Use of tools like Teams.
- **Content Creation Software:** Availability of graphic design, video editing, and web development tools.

Specialized Training:

- **SEO and Analytics:** Training in search engine optimization and the use of analytics platforms to track digital performance.
- **Social Media Management:** Guidance on managing and optimizing social media accounts for professional use.

Remote Working Environment (as approved):

- **Regular Check-ins:** Scheduled daily or weekly meetings with supervisors and team members to ensure alignment and provide support.
- **Virtual Office Hours:** Designated times when team members are available for real-time communication and assistance.



- **Online Team Building:** Participation in virtual events and activities that promote team cohesion and understanding of the organizational culture.

Exposure to Activities and Culture:

- **Cultural Immersion Sessions:** Webinars or online meetups focused on the organization's mission, values, and the impact of their work.
- **Mentorship Program:** Pairing with a seasoned professional within the organization for guidance and deeper insight into the company culture and industry practices.

By providing these resources and opportunities for engagement, Genome Prairie ensures that the intern is well-equipped to contribute effectively to the project and feels integrated into the team, regardless of their physical location.