

# VISTA

VISION: SCIENCE  
TO APPLICATIONS

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**YORK UNIVERSITY**

<b>Position Title:</b>	Engagement Coordinator
<b>Research Program:</b>	Vision: Science to Application (VISTA)
<b>Contract Term:</b>	January 6, 2022 to August 31, 2023
<b>Annual Salary:</b>	\$55,000 plus benefits
<b>Hours of Work:</b>	35 hours per week
<b>Reports To:</b>	Program Manager, VISTA

## **About VISTA**

Vision: Science to Applications (VISTA) is a collaborative program funded by the Canada First Research Excellence Fund (CFREF, 2016-2023) that builds on York's world-leading interdisciplinary expertise in biological and computer vision. In collaboration with over 50 academic, public, and for-profit partners from around the world, VISTA will propel Canada as a global leader in the vision sciences by integrating visual neuroscience with computer vision to drive innovation.

The central scientific question that drives VISTA is 'How can neural and/or machine systems be integrated to provide adaptive visual behavior in real-world conditions. Answering this question will provide fundamental advances to vision science and exciting, wide-spread applications for visual health and technologies. Thus, our overarching aim is to advance visual science through research that spans computational and biological perspectives and results in real-world applications.

## **Job Purpose:**

This position will support the program's engagement and communications efforts to effectively disseminate and mobilize the research that has been produced and to foster future research opportunities with institutions both in Canada and abroad. This position will play a key role in building and maintaining the VISTA brand to enhance and promote York's reputation as the world's leading vision research hub.

The incumbent will work closely with VISTA team members as well as York University staff and external organizations

## **Major Duties:**

Community Engagement (National & International) – Develop, manage and enhance relationships on behalf of VISTA and York University

- Develop and implement tools for international relations management (e.g., template documents, checklists, guidelines, organization of information)

- Coordinate responses to inquiries from international organizations, global partners, media and other units at York University regarding VISTA research
- Manage the ongoing maintenance of international research partnership database
- Engage the public in educational science communication initiatives
- Maintain a working knowledge of international research initiatives relating to the VISTA mandate and advises Program Manager
- Oversee and facilitate community engagement events within VISTA, from preparing event materials to logistical details
- Organize international delegations and institutional missions abroad, in coordination with York International

#### Communications and Branding

- Supports the VISTA program in developing strategic communications plan engaging the York community and with institutions in Canada and abroad, with the goal of improving York's global standing and expanding relationships with international vision research communities
- Analyze communications efforts by using suitable metrics and develop plans for improvement and enhancement
- Develops high quality and engaging content (online and print) to build a strong VISTA brand, promote VISTA research and enhance VISTA and York's reputation to national and global audiences
- Maintains abreast of all research initiatives under VISTA and supports Program Manager and VPRI in reporting requirements

#### **Qualifications:**

University degree in International Business or Communications related discipline.

Minimum of 2-years related experience in an academic research environment supporting engagement and communications initiatives.

#### Skills Required:

- Excellent written and verbal communication skills
- Ability to work independently and collaboratively with team members from different functional areas and levels
- Excellent planning and organizations skills with attention to details
- Strong ability to multitask and handle competing priorities with excellent time management skills
- Excellent interpersonal and networking skills
- Excellent computing skills, especially with research, presentations, communications, content development and social media
- Knowledge of the academic research environment and trends in engagement and communications efforts

To apply, please send your resume and cover letter to Caitlin Mullin at [cmullin1@yorku.ca](mailto:cmullin1@yorku.ca).  
This position will be posted until filled.