

JONATHAN WARD
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OBJECTIVE

To gain employment as Manager, Web Operations with the Privy Council Office.

EDUCATION

2003-2008

Bachelor of Journalism (honours), Carleton University

- Minor in economics, specializations in video and online journalism
- Researched and wrote extensively on government, politics and economics
- Developed a keen understanding of the Canadian media and political landscape
- Acquired strong writing, communication, web design, graphic design and organizational skills

RELEVANT WORK SKILLS

- Excellent leadership, project management, employee engagement, financial management and HR management skills
- Significant experience designing and implementing large-scale web renewal projects and social media programs
- Significant experience developing, editing and providing strategic guidance on videos in a range of formats (documentaries, promotional videos, animations, news stories, YouTube, Facebook and Instagram videos)
- Extensive experience with social media in government (approvals, standards, strategy, etc.)
- Fluently bilingual (E/E/C)
- Proficient with computers and software (MS Office, Windows and Mac, content management systems, HTML5, Java, CSS, desktop publishing software, social media account management software, Adobe Photoshop, InDesign, Illustrator and various video editing and production titles)
- Significant knowledge of GC organizational structures and priorities, especially relating to web, IT, social media and communications
- Experience working as a journalist and in media relations
- Creative, reliable, hard-working, friendly and outgoing

WORK EXPERIENCE

December 2012 – present

Head, Digital Strategy, Canadian Intellectual Property Office (CIPO)

- Manages a team responsible for providing the strategic online direction of CIPO, a 1000-person agency of Industry Canada that deals with the processing and filing of IP in Canada
- Responsible for the management of CIPO's website, social media accounts and several web-related IT projects
- Directed CIPO's web renewal initiative; redesigned and rebuilt the entire site (www.cipo.gc.ca) from the ground up by
- Developed a new homepage, structure and information architecture while completely revamping the content for plain language, simplicity and user-centricity

- As part of web renewal, implemented TBS standards on usability, accessibility, interoperability and mobile devices
- Oversees the operation and strategic direction of CIPO's social media presence
- Project managing an \$8-million online portal project as part of CIPO's IT Modernization program, including its deliverables, budget, timelines, reporting and all other elements
- Created a brand new team and positions from scratch, including drafting work descriptions, developing SOMCs and running and completing job competitions
- Manages an A-base budget for items such as travel, training, stationary and equipment
- Provides senior management regular briefings, updates and training on a wide variety of web, social media and IT-related issues
- Regularly liaises with central agencies such as PWGSC, TBS and SSC on issues relating to governance, approvals, IT, standards, contracting and procurement
- Participates actively in the Canada.ca consolidation initiative through working groups and other channels
- Works closely with and indirectly supervises a creative services team that performs graphic design, video and editorial services in support of CIPO's online initiatives
- Manages several internal communications initiatives such as intranet renewal and an online video series

May 2012 – December 2012

A/Head, Electronic Communications, Canadian Intellectual Property Office (CIPO)

- On a maternity leave assignment, led a team of eight that oversaw the maintenance of CIPO's website and intranet, including their governance, content, architecture, layout and design
- Led project teams and working groups on e-comms and digital policies and new media campaigns
- Provided strategic direction on the content, theme and objectives of CIPO's digital presence
- Managed complex information and web-related projects, ensuring they meet TBS and GC standards
- Regularly advised and provided training to the CEO and senior executive team on novel initiatives and regulations relating to web and social media
- Began preparing for the integration of CIPO's website and systems into the future Canada.ca supersite
- Began project managing a large-scale redesign and renewal of CIPO's website, to conform to new TBS standards on usability, accessibility and interoperability
- Revamped and modernized CIPO's intranet, to improve internal communication and open up new methods for employees to communicate with one another
- Spearheaded and sought approval for CIPO's social media launch with the planning and successful launch of Twitter accounts, in collaboration with PCO and PWGSC
- Liaised and collaborated with internal clients, Industry Canada, other government departments and international IPOs for web initiatives, communications products, digital media and to ensure the integration of IP information across the GC's web presence
- Managed a significant budget and conducted procurement of equipment and professional services

November 2011 – May 2012

Media Relations, National Research Council of Canada

- Performed all aspects of media relations for Canada's premier scientific R&D institution, with 4000 employees spread across the country
- Developed relationships with key journalists and editors
- Actively pitched stories to local and national media, blogs, trade journals and other relevant publications
- Responded to media inquiries and requests for interviews
- Performed media training and coaching for interview subjects
- Acted as official spokesperson in national and international media
- Engaged with the broader R&D community via NRC's official Twitter and Youtube platforms
- Performed crisis and issues management on everything from accidents in laboratories, to layoffs, to NRC legal cases, to negative media coverage

- Coordinated large-scale events involving NRC's President and various MPs and Ministers, often with Industry Canada and other government departments
- Helped oversee media monitoring and analysis for the entire organization
- Regularly acted as Head, Media Relations in my manager's absence

April 2009 – November 2011

Communications and Web Officer, National Research Council of Canada

- Managed all the marketing and communications activities of a 120-person NRC institute that dealt with clean energy research
- Sat on the management team and provided all communications, web, social media, marketing and media relations advice
- Managed the division's external communications through national programs, trade shows and conferences
- Prepared communications materials and products such as displays, posters, fact sheets, speeches, presentations, brochures and reports
- Led a team that revamped NRC's intranet using Drupal, an open-source content management system written in the PHP web language
- Played a major role in phase one of NRC's web renewal initiative
- Was part several NRC-wide committees in areas such as social media and web

April 2008 – December 2008

Conference Manager, Informa Australia

- While on a work visa in Australia, organized and developed large-scale commercial conferences at Informa's Sydney office
- Researched the intellectual material for the conferences within Informa's government and digital media division
- Secured high-level expert speakers from fields related to each conference
- Researched, wrote and developed conference programs and worked with designers to create conference brochures

2007 – 2008

Communications Officer, Pearson Peacekeeping Centre

- Worked under the communications director in publicizing and promoting the activities of this international development NGO based in Ottawa
- Performed a complete overhaul of the organization's website as part of a three-person team (www.peaceoperations.org)
- Utilized Google Analytics to monitor website traffic for strategic marketing and placement of communications products
- Wrote speeches and conducted media training for senior management
- Wrote dozens of press releases and briefings covering all aspects of the centre's work
- Helped write and edit annual reports and other public documents
- Helped conceptualize and launch a video project, where international documentaries were created to showcase the organization's development and educational work overseas
- As part of the above project, traveled to Liberia (Africa) to film, write and produce a documentary on the UN mission there

2005 - 2006

News Editor and Reporter, Centretown News

- Reported for and edited this bi-weekly newspaper that covers all aspects of Ottawa's Centretown community
- Became proficient with media monitoring and desktop publishing software such as Quark XPress and Adobe InDesign

COURSES

G110: Essentials of Managing in the Public Service, Canada School of Public Service

- Learned the key legislation, regulations, policies and frameworks that govern my managerial exercise of due diligence in the public service
- Learned all about delegation and signing authorities, HR and financial resource management, information management, security and management of assets

ITIL (Information Technology Infrastructure Library) Foundation, Global Knowledge

- Learned about best practices and global standards for successfully managing an IT department, program or initiative
- Developed a strong, hands-on understanding of aligning IT functionality to business requirements and organizational goals

QUALIFICATIONS AND ACCOMPLISHMENTS

- Gr. 8 certificates in cello and piano from the Royal Conservatory of Music
- Successfully completed 5 full marathons
- Captain, Carleton University Varsity Rowing Team
- Advanced First Aid and CPR

REFERENCES

- Louise Baird, Senior Director, Business Services, Canadian Intellectual Property Office
- Josée Simard, former Manager, Communications, Canadian Intellectual Property Office
- Stephan Bélanger, Senior Director, Digital Media and Marketing, Industry Canada
- Charles Drouin, Chief Media Relations, National Research Council Canada

* direct contact details available upon request