

POSITION AVAILABLE

DIGITAL CONTENT & MEDIA RELATIONS COORDINATOR | PART-TIME

We are privileged to learn, work, and live on the traditional territory of the Sc'ianew (Beecher Bay) First Nation.

Pearson College UWC was founded as Lester B. Pearson College of the Pacific and United World College (Canada) Inc. in 1974. Pearson is a unique, highly selective, two-year pre-university school for up to 200 students from across Canada and around the world chosen solely on their promise and potential and demonstrated commitment to actively engage in creating a better world. Students currently are selected from nearly 160 countries. Pearson is one of 18 UWC schools worldwide. (pearsoncollege.ca).

These are exciting times to join the Pearson team. We are well into implementing actions from our Indigenous Reconciliation Action Plan, we are on the verge of introducing a new Climate Action Leadership Diploma IB path and we are looking forward to celebrating our 50th anniversary in 2024-25.

Pearson College UWC is recruiting for an outstanding Digital Content & Media Relations Coordinator.

Reporting to: Communications and Marketing Officer

Position Summary:

This is an opportunity for a digital expert, engaging content creator and storyteller to enhance their skills by working at Canada's only United World College near Victoria. The incumbent is responsible for planning, creating, editing, and optimizing engaging photo and video content across multiple channels, promoting, and enhancing awareness of Pearson by developing and executing proactive media relations and storytelling strategies.

Working as a member of the Communications group, the incumbent is part of the larger Advancement and External Relations team and will also work with people from across the College community, including faculty, students, staff, and alumni to source and create content targeted to broad and identified key audiences in digital, print and media-friendly formats. Collaborative,

LESTER B. PEARSON COLLEGE OF THE PACIFIC AND UNITED WORLD COLLEGES (CANADA) INC

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Located on the unceded territory of the Scia'new (Beecher Bay) First Nation

informed and personable, the incumbent is a quick study, adaptable, a relationship-builder and able to navigate Pearson's unique culture.

Working on campus is particularly important during the academic year (August – early June) though some offsite work is negotiable. Availability for occasional evening and weekend work is desirable.

Duties and Responsibilities:

Digital Content Creation and Coordination

- Create and organize content aligned with the College's brand for Pearson's social media accounts, the College's main and allied websites and other digital channels.
- Manage, grow and track Pearson's social media presence across all relevant platforms to improve engagement, inform target audiences of key events, statements, etc. associated with the College and amplify student, alumni, and other community member achievements.
- Monitor and analyze usage and platform trends to ensure engagement, stay abreast of opportunities to use developing techniques or platforms and practices and advise of developing issues.
- Using a WordPress CMS platform, create and manage engaging and user-centric copy and visual content for www.pearsoncollege.ca and any allied sub/microsites including: timely content creation/refreshes, working with site host on tech issues when needed, identifying key audiences and recommending website tools to enhance our engagement and impact.
- Support Communications and organizational strategic and tactical planning and contribute to the development of a content calendar.

Photography, Videography, Livestreaming Graphic Design

- Create and edit video and still image pieces for online products and related purposes
- Provide creative design services to support CyberImpact-based monthly newsletter, social media posts and other projects as assigned.
- Contribute digital still photography to enhance promotional, recruitment and communications efforts, internally and externally.
- Create scripts, film, edit, produce, and distribute short videos for digital channels.
- Provide technical and operational support for photography, videography, livestreaming at college events.

Storytelling and Earned Media Relations

- Help build better awareness of the College, students, and worldwide alumni communities by identifying opportunities to package and pitch positive or opportunistic stories, photo opportunities and experiences to digital and traditional media.
- Develop and maintain effective relationships with local/national/international and education sector media.
- Research/write and work to place earned media stories and news releases, advisories, op ed articles, photos, video clips and related material.
- Guide onsite media opportunities and events.
- Support the director in providing guidance and coaching to designated College spokespersons.
- If needed, respond quickly and accurately to reactive media queries.

Qualifications & Requirements:

- Certificate, diploma or degree, or equivalent experience in digital communications, marketing or production or similar areas.
- Extensive familiarity and experience with all popular and emerging social media platforms. (We currently support: Facebook, Instagram, Twitter, YouTube, LinkedIn, and Flickr channels.)
- Proficiency in managing and growing effective online presence, including managing web software, and uploading.
- Demonstrated ability to use graphic design and video creation/editing programs, including Adobe Creative Suite/Photoshop and Canva.
- Experience using social media scheduling software, data analytics software, Microsoft Office suite.
- Solid understanding of content management systems (CMS) and customer relationship management (CRM) tools, HTML and design and email software.
- Excellent verbal and written communications skills; excellent relationship-building skills.
- Familiarity with digital and traditional news media and willingness to pitch to and build relationships with these and sector media.
- Technical knowledge and ability to operate equipment and software required for video and photography based digital content.
- Ability to work independently and as part of a team.
- Demonstrated time, organizational and multitasking skills.
- High level of creativity and ability to multitask, problem solve and take initiative.

- Strong work ethic and a positive attitude.
- Must be eligible to work in Canada.
- Must pass a Criminal Record Check.

Compensation & Organization

This is a part-time permanent position, located at Pearson College UWC in Metchosin, approximately 40 minutes from downtown Victoria, British Columbia, Canada. Salary range is between \$40,000-43,000 plus a benefits package to an outstanding and qualified applicant. The position is 28 hours/week with the possibility of additional hours. Occasional evening & weekend work.

As an inherent part of our United World College values, Pearson College UWC is actively committed to Anti-Racism, Diversity, Equity, and Inclusion in our living, learning and work environments. In pursuit of our values, we seek individuals who will work respectfully and constructively with differences and across levels of privilege and power. We actively encourage applications from members of groups experiencing barriers to equity.

Applications will be accepted until position is filled. Only candidates selected for an interview will be contacted. Candidates must be eligible to work in Canada. Résumés and a cover letter can be emailed to hr@pearsoncollege.ca.