

COMMUNICATIONS OFFICER

- Purpose:** The incumbent is responsible for creating/coordinating/publishing electronic and traditional internal/external communications and marketing materials for the school and community
- Reports to:** Director of Advancement
- Position:** Full Time 1.0 FTE
- Closing Date:** July 18, 2018
- Start Date:** August 15, 2018

Vancouver College, founded in 1922, is a Catholic faith and learning community whose mission is the education of young men from diverse backgrounds in the tradition of Blessed Edmund Rice. Through its commitment to the Essential Elements of an Edmund Rice Christian Brother Education, Vancouver College focuses on the formation of the whole person, preparing students for lives dedicated to excellence, leadership, and service to the Church and greater community.

Reporting to the Director of Advancement, and working closely with the Principal and Administration teams, the Communications Officer will:

- Develop and write and/or edit content and publish printed and electronic communications for internal and external stakeholders, including, but not limited to:
 - Weekly e-newsletter for parents
 - Social media channels
 - Student Agenda booklets (Elementary, Middle and Senior Schools)
 - Parent Handbook
 - School Profile
 - Advertising for school initiatives (Finnegan Summer) and HR/recruitment needs
 - Application/Registration and open house materials; and
 - School events materials (ex. Remembrance Day, President's Honour, etc.)
 - Annual Report
 - Fundraising materials
- Develop the school's photo library and take pictures at events as needed
- Develop content and maintain the school's website;
- Manage and coordinate the school calendar in coordination with Administration;
- Execute communications projects and manage implementation to ensure success;
- Coordinate and manage brand standards to uphold school's image;
- Provide communications support to the Capital Campaign and other fundraising initiatives;
- Provide CMS training/support and problem solve;
- Participate in the management of mailing lists, ensuring compliance with CASL;
- Ensure timely dissemination of communication materials to different constituents;
- Develop communications plan in cooperation with the Administration Team and implement accordingly;

- Participate in and monitor integrated marketing strategies for website/email content, social media, print, advertising and events;
- Work in partnership with students and staff, the Parents' Association, and Alumni Association to provide communications support;
- Participate in the coordination of video projects;
- Participate in school events and special projects and provide support as needed;
- Recommend policy and practice to enhance positive communications, promotions and public relations;
- Develop and maintain positive relationships with the community and key constituents.
- Comply with the school's privacy policy and the federal and provincial protection of privacy legislation

Experience and relevant skills include:

- Three to five years communications experience and/or or post-secondary degree/diploma in communications or public relations
- Attention to detail and superior writing, editing and proof-reading skills
- Proficiency with Microsoft Office suite
- Experience in graphic design utilising programs such as Photoshop, Illustrator and InDesign
- Comfort with content management systems and social media applications
- Demonstrated ability to manage different projects simultaneously and work as part of a team
- Efficient, flexible, proactive, and detail oriented
- A second language considered an asset
- Familiarity with school culture and experience in a faith-based school environment an asset

Application Deadline: Please submit a resume and cover letter to Ronith Cogswell, Director of Advancement, at hroffice@mail.vc.bc.ca by July 18th 2018.

Employment Start Date: August 15th 2018