

POSITION AVAILABLE

DIGITAL CONTENT & MEDIA RELATIONS COORDINATOR FULL-TIME

We are privileged to learn, work, and live on the traditional territory of the SC'IA'NEW Nation.

Pearson College UWC stands as a beacon of hope and education, founded in 1974 with a vision to make education a force that unites people, nations, and cultures for peace and a sustainable future. Our mission is deeply rooted in this vision, striving to empower students from diverse backgrounds to actively engage in creating a better world.

At Pearson, we are more than just an educational institution; we are a vibrant community of passionate individuals committed to fostering global understanding and positive change. As one of 18 United World Colleges around the world, our students undergo a rigorous selection process involving over 150 National Committees worldwide. They are chosen not only for their academic potential but also for their demonstrated dedication to making a meaningful impact on the world. Moreover, the majority of our students receive substantial financial aid, ensuring that opportunities for transformative education are accessible to all.

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

Reporting to: *External Relations and Communications Manager*

Position Summary:

The Digital Content & Media Relations Coordinator plays a key role in advancing the College's visibility and engagement by developing compelling digital content, supporting media relations, and fostering positive connections across and beyond the campus community. The successful candidate will plan, create, edit, and optimize photo and video content across multiple channels to support College priorities as laid out in the Strategic Plan. The Coordinator works in collaboration with the Communications and External Relations Manager to build an annual proactive media relations plan. They will help generate proactive releases and creative pitches to engage media and stakeholders.

As a member of the External Relations & Communications team, the position is part of the larger Department of Advancement and External Relations and works with people from across the College community, including faculty, students, staff, and alumni. In this multiplatform storytelling role, establishing positive and trusting relationships with the campus community, particularly students, is essential.

Responsibilities

Digital Content Creation and Coordination

- Create and organize Pearson brand-aligned content for social media accounts, main and allied websites and other digital channels.
- Manage, grow, track and analyze Pearson's social media presence across all relevant platforms to improve engagement, inform target audiences of key College information and amplify student, alumni, and other community member achievements and voices.
- Monitor current and emerging social trends to ensure engagement; and identify opportunities to use developing techniques or platforms and practices and advise of developing issues.
- Use a WordPress CMS platform to 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.
- Support Communications and organizational strategic and tactical planning and contribute to the development of a content calendar.

Photography, Videography, Livestreaming, Basic Graphic Design

- Create and edit video and still images.
- Serve as project manager for production of video and photography assets, work with external vendors, develop and maintain project deadlines, create project briefs, participate in storyboarding when external services are required.
- Provide creative design services to build our newsletter, social media posts and other projects as assigned.
- Collaborate with External Relations and Communications Manager to create scripts, film, edit, produce, and distribute short videos for digital channels.
- Provide technical and operational support for photography, videography, livestreaming at College, student and alumni events.
- Supports all departments with respect to graphic use and branding.
- Assists all departments with their communications and position their message within the greater school community and, where appropriate, the community at large.

Proactive Earned Media Relations

- Identify opportunities to package and pitch positive or opportunistic stories, photo opportunities and experiences to digital and traditional 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.
- Respond quickly and accurately to reactive media queries.
- Perform other duties as assigned to support the overall operations of the College.

Skills and Preferred Experience

- A certificate, diploma or bachelor's degree in digital communications, marketing or production or similar areas. Candidates with equivalent relevant experience are also encouraged to apply.
- Extensive familiarity and experience with all popular and emerging social media platforms, as well as scheduling and analytic tools. (We currently support Instagram, TikTok, Facebook, X/Twitter, YouTube, LinkedIn and Flickr channels and podcast posts on Spotify, Apple and Android.)
- Proficiency in managing and growing effective online presence, including managing digital creation, scheduling and tracking software, and uploading.
- Demonstrated ability to use basic graphic design and advanced video and photo creation/editing programs, such as the Adobe Creative Suite and Canva.
- Solid understanding of MS Office, content management systems (CMS) and customer relationship management (CRM) tools, HTML and design and email software.
- Experience using WordPress is an asset.
- Excellent verbal and relationship-building skills; strong written communications skills.
- Ability to work independently and as part of a team.
- Ability to manage time, stay organized, and balance multiple projects or responsibilities effectively
- High level of creativity, strong problem-solving skills and take initiative.
- Strong work ethic and a positive attitude.
- Availability to work on weekends and holidays as needed.

Compensation & Organization

This is a full-time position of 35 hours per week, located at Pearson College UWC in Metchosin, approximately 40 minutes from downtown Victoria, BC. The salary range is \$53,000 - \$65,000 per annum, plus a comprehensive benefits package that includes four weeks of vacation with additional paid time off during Christmas, extended health & dental coverage, matching RRSP program, and on-site meal program (taxable benefit). Applications will be accepted until the position is filled and reviewed daily. Only candidates selected for an interview will be contacted. Candidates must be eligible to work in Canada and pass a criminal record check. Résumés and a cover letter can be emailed to careers@pearsoncollege.ca.

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 encourage applications from individuals belonging to minority groups, including but not limited to Indigenous peoples, LGBTQ+ individuals, women, and those with diverse backgrounds or experiences. Your unique perspective is valued and contributes to fostering an inclusive and equitable workplace.