



BCcampus Job Description: Communication & Engagement Strategist - TERM (July 2024-September 2025)

This is a 14-month term position to cover a maternity leave.

Open Date: April 15, 2024

Close Date: May 17, 2024

About the Opportunity

BCcampus is seeking a Communication & Engagement Strategist for a 14-month term position.

The Communication & Engagement Strategist is responsible for maintaining the BCcampus social media and online presence and writing, curating, and editing content. Using analytics and other methods, the strategist will find ways to further engage BCcampus stakeholders and raise awareness of our services.

The ideal candidate possesses exceptional communication skills, attention to detail, and a bachelor's degree or equivalent with three years of relevant experience. If you're passionate about higher education and skilled in communication, join us in enhancing BCcampus' outreach and engagement efforts.

This position reports to the Senior Manager, Communication & Engagement, and works closely with BCcampus staff, faculty and staff, contractors, vendors, and other organizations.

Position Outcomes

- Research, write, and edit content for internal and external audiences
- Develop communication plans for BCcampus projects and events
- Maintain BCcampus social media presence and web properties
- Maintain communication and engagement assets (e.g. SharePoint, Basecamp)
- Build awareness of BCcampus events and projects through a bi-weekly newsletter, social media campaigns, and advertising
- Develop and procure promotional materials to support projects
- Keep up-to-date social media calendars for BCcampus events and initiatives
- Ensure consistency of messaging across various channels and platforms

- Employ analytics tools to measure the effectiveness of marketing and communication efforts
- Provide regular reports on key performance indicators and adjust strategies accordingly
- Identify opportunities to use the web to enhance and support programs for key audiences and interest holders
- Develop, plan, and execute simultaneous projects
- Establish strong, positive, productive relationships internally and externally
- Contribute to a positive, supportive, and strong team culture at BCcampus
- Continually expand and update professional knowledge

Education and Subject Matter Expertise:

- Bachelor's degree, or an equivalent combination of education, and at least three years of related experience in the field of communication, public relations, or marketing
- Knowledge of B.C. post-secondary institutions and educational issues

Competencies:

- Exceptional communication and collaboration skills
- Proficient use of communication tools such as Teams, Outlook, WordPress, and Hootsuite
- A keen attention to detail
- Effective prioritizing of workflow
- Work effectively within the B.C. post-secondary system
- Work well under pressure, effectively meet deadlines, and build consensus through a team-based approach
- Energetic and resourceful

EDI Statement

BCcampus is committed to inclusion. From the workplace to our learning spaces, we value diversity and are actively working to decolonize our organization and the ways in which we collaborate with others. We believe that a more diverse team will help us better support the individuals and communities we work with. Our definitions for this work are as follows:

Equity is the absence of barriers that exclude people with non-dominant or marginalized lived experiences, perspectives, and identities. We recognize that everyone is not starting from the same place and that there is a need for intentional interventions to allow people who experience exclusion to be present and contribute.

Diversity is the presence of people in a group with a variety of lived experiences, perspectives, and identities that may include (but are not limited to) race, ethnicity, colour, ancestry, place of origin, political beliefs, religion, marital status, family status, ability, sex,

gender identity and expression, sexual orientation, age, and class and/or socioeconomic status. We recognize that these categories are not fixed or independent of each other. They are fluid and can intersect in all sorts of ways. We respect an individual's right to self-identification and affirm that no one way of being is intrinsically superior to another.

Inclusion is the practice of creating and sustaining environments and communities in which everyone feels welcomed, valued, respected, and empowered to participate fully and authentically in ways that work for them.

We encourage applications from members of groups with historical and/or current barriers to equity, including but not limited to:

- First Nations, Métis, and Inuit peoples, and all other Indigenous Peoples;
- members of groups that commonly experience discrimination due to race, ancestry, colour, religion and/or spiritual beliefs, or place of origin;
- persons with visible and/or invisible (physical and/or mental) disabilities;
- persons who identify as women; and
- persons of marginalized sexual orientations, gender identities, and gender expressions.

We recognize that many of these identities intersect and that therefore, equity, diversity, and inclusion can be complex. We value the contributions that each person brings and are committed to ensuring full and equal participation for all in our community.

You may notice this position does not require a degree. We are conscious that many people experience barriers to post-secondary education. And while we place a high value on education, we are actively examining our role in perpetuating credentialism. It may be that for some candidates, getting a master's degree helped them achieve the competencies this role requires, whereas others may have gained this experience in other ways.

If you anticipate needing accommodations for any part of the application and hiring process, contact us at jobs@bccampus.ca. Any personal information provided will be maintained in confidence.

Location

This position is based in Victoria or Vancouver, onsite or hybrid, with a preference for applicants in Victoria.

Compensation

This is a full-time, term position until September 15, 2025, with an annual salary range of \$72,124-\$81,097. In addition, BCcampus employees receive 5% of their salary in lieu of pension contribution and are provided extended health and dental benefits.

Candidates must be eligible to work in Canada and possess a valid work permit, if applicable.

To apply, please submit a cover letter and CV in a single PDF file to jobs@bccampus.ca.

Please use the naming convention: lastname_CV_Strategist_date

BCcampus

At BCcampus, our mandate is to drive innovation in teaching, learning, and open education in alignment with B.C.'s post-secondary system priorities. To fulfill its mandate,

BCcampus:

- leads projects and facilitates collaboration in teaching, learning, and open education that support post-secondary educators.
- develops and delivers professional development for educators and curates, manages, and distributes collections of open educational resources.
- collaborates with and is responsible to the Ministry of Post-Secondary Education and Future Skills, post-secondary institutions, and other system partners.

Our operational methodology falls somewhere between a government agency and an agile start-up, ensuring we're consistently demonstrating our flexible, responsive approach to improving the teaching and learning landscape of B.C.

BCcampus is supportive of family lives: we enjoy a 35-hour work week, have options for flexible work schedules, and take five weeks of vacation per year.

- [Working at BCcampus: Good Times. Great People.](#)
- [The Human Side of BCcampus: Real People, Real Relationships](#)