



CROFTON HOUSE SCHOOL  
EST. 1898

**In-House Writer, Communications**  
**Exciting Opportunity for an Extraordinary Writer**  
**Full-Time - One-Year Contract (possibility of extension)**

At Crofton House School, we inspire girls to discover and pursue their personal excellence from the first day of Junior Kindergarten to Grade 12 and beyond.

Bound by our belief in the power of all-girls' education, Crofton House School fosters a strong sense of community among educators, staff, students and families. Here, everyone can contribute to the strength of our learning environment – including you.

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Reporting to the Director, Communications & Marketing, the In-House Writer is a key member of this dynamic team. **In this newly created position, you will be an integral part of telling the Crofton House story and responsible for organizing, writing and delivering content over a variety of channels and mediums for both internal and external audiences.**

**Responsibilities:**

- Support the delivery of high-quality, strategic and engaging content across the organization, from original storytelling in newsletters, web copy and reports, to persuasive marketing copy, and succinct operational communications for internal and external audiences
- Effectively tell the Crofton House story and support the School's strategic priorities through the development of key messages and the creation of compelling writing and content for a variety of channels, including but not limited to social media, newsletters, websites, emails, blogs, reports, and presentations
- Oversee the development and implementation of a Crofton House content strategy and calendar

**Knowledge, Skills & Abilities:**

- Excellent writing and copy editing skills, with the ability to write persuasive, engaging content adapted across a wide variety of platforms and media
- Passion for storytelling and developing creative content and interview-based articles
- Ability to develop compelling collateral materials by using strong writing and identifying supporting visuals
- Refine and implement a consistent brand voice and tone - be it written, spoken, or online - ensuring all written materials meet industry standards (CP Style guidelines) and CHS style guide, and integrate consistent messaging
- Ability to conduct independent research and interviews and gather background material to inform content development and collaborate with other areas of the school to develop content and stories
- Support communications around important and sensitive issues, including the development of key messaging
- Strong working knowledge and proven ability to work effectively with social media platforms

- Ability to use sound judgment, tact and discretion in dealing with sensitive or confidential issues
- Ability to clearly communicate complex information using plain and relatable language
- Ability to measure and report on the performance of content and channels, identify gaps, and make recommendations for improvements using data-driven insights
- Ability to fact check and proofread materials for grammatical and material accuracy
- Ability to work closely with internal and external partners in planning and implementing communication strategies, providing communications advice, and facilitating problem solving
- Demonstrated track record of writing ability and high-quality communications work
- Organized and able to handle multiple projects, tight deadlines and shifting priorities, while remaining focused and maintaining a strong attention to detail

**Qualifications & Experience:**

- Bachelor's degree or advanced diploma in journalism, communications/public relations, marketing, or other relevant discipline
- Minimum of five years of progressively related experience in the field of communications, journalism, or marketing
- Prior experience with media and social media is an asset

**Employment and Application Details:**

Position is scheduled to start in August 2020.

Employees of Crofton House School receive competitive compensation, including participation in Crofton House Pension Plan (RRSP), and generous support for professional, educational and leadership development. Please note that applicants must be able to legally work in Canada.

Apply online at [www.croftonhouse.ca/careers](http://www.croftonhouse.ca/careers) by **July 10, 2020**. We will review applications as soon as they are submitted. Interviews will take place in July. **Please submit a cover letter, resume and four writing samples with your application.**

We thank all candidates in advance. We will, however, contact only those selected for an interview. No phone calls, please.

**About Crofton House School**

Crofton House School is a university preparatory day school for girls from Junior Kindergarten to Grade 12. Set on a beautiful ten-acre campus in Vancouver, we offer an inclusive, supportive community of dedicated teachers, involved parents, and enthusiastic students. Collaborative, student-centred, inquiry-based education and world-class facilities create a unique learning environment where each girl can reach her full potential.

[www.croftonhouse.ca/careers](http://www.croftonhouse.ca/careers)  
[teach.croftonhouse.ca](http://teach.croftonhouse.ca)