Exciting Opportunity for an Extraordinary
Coordinator, Communications & Writer, Communications & Marketing
8 month, Fixed-term Contract

Reporting to the Director, Communications & Marketing, the Communications Coordinator and Writer is a key member of a dynamic team. You are 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. In addition you will support the Communications Manager in keeping the Crofton House website dynamic and up-to-date and other communications initiatives.

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 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 community magazine, social media, newsletters, websites, emails, blogs, reports, and presentations
- Support website content updates using a Content Management System
- Support sending emails through an online email campaign tool, Campaign Monitor

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
- Strong working knowledge and proven ability to work effectively with social media platforms
- Ability to fact check and proofread materials for grammatical and material accuracy
- Demonstrated track record of writing ability and high-quality communications work
- Ability to assist with website updates and email communications
- Organized and able to handle multiple projects, tight deadlines and shifting priorities, while remaining focused and maintaining a strong attention to detail
- Other duties assigned as required
Qualifications & Experience:

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

Skills/Competencies:

- Excellent writing and copy editing skills, with the ability to write persuasive, engaging content adapted across a wide variety of platforms and media
- Strong storytelling ability
- Ability to develop compelling collateral materials by using strong writing and identifying supporting visuals
- Excellent interpersonal skills with ability to build relationships with students, staff, parents and wider CHS community
- Proactive, with strong work drive and intuition and good project and time management skills
- Self-motivated and able to work independently and as part of a team
- Experience with Mac computers
- Experience with HTML is an asset however there is job-specific training available
- Experience using a Content Management System and email campaign system is an asset

Minimum Qualifications

- B.A. or Diploma in Journalism, Communications, English or equivalent
- 2-3+ years working in communications in education or corporate environment

Employment and Application Details:

Please note that applicants must be able to legally work in Canada.

We will review applications as they are received.

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.