

**Posting #24-039CU(E)**

## **Communications Officer Communications and Marketing Term, Full-time July 2024 to August 2025**

### **Purpose**

Reporting to the Director of Communications and Marketing, the Communications Officer participates in many aspects of the University's public relations initiatives, from concept development and execution to monitoring and measurement, for the purpose of enhancing UNBC's reputation. The University seeks an experienced communications professional who has a passion for profiling UNBC to the world through storytelling and creative multimedia techniques, and who is adept at videography and photography.

### **Responsibilities**

Duties include but are not limited to the following:

- Developing strategic content and writing, including identifying and writing stories regarding UNBC-related successes, initiatives, research stories and more.
- Managing UNBC's main social media channels, including contributing to strategy, planning content calendars, developing content, and responding to inquiries on short notice adhering to best practices.
- Developing and maintaining effective relationships with members of the local, regional, provincial, and national media, through actions such as facilitating media requests for interviews or information, pitching stories of interest to appropriate outlets, and organizing media announcements, conferences, or special events.
- Taking photos and creating videos that capture the UNBC brand, to be used in publications, posters, social media, advertisements, by the media, or online.
- Working collaboratively with Communications and Marketing department team members on larger projects of mutual benefit.

### **Qualifications**

The successful candidate will possess the following:

- An undergraduate degree in communications, public relations, marketing, journalism, or a related field of study.
- Minimum of 5 years of related experience, preferably working within a post-secondary environment in the communications field.
- Exceptional oral, written, and interpersonal communication skills.
- Strong knowledge of writing and story development.
- Experience in social media management.



- Experience in media relations and event organization.
- Strong proofreading and editing skills with knowledge of Canadian Press Style standards.
- Proficiency with digital SLR photography and videography, and photo and video editing software.
- The ability to work independently in a busy and challenging environment, as an active member of an integrated team.
- Strong organizational skills and attention to detail with the ability to prioritize workload in an environment with multiple and changing deadlines.
- The ability to think creatively and stay up to date on best practices and emerging trends.
- Knowledge of public relations theory, practices and ethics.

A combination of education and experience will be considered.

## Salary

This position has been classified at a Grade 11. The annual salary range for this position is \$75,511.80 to \$78,624.00 and the normal starting salary will be \$75,511.80, pro-rated based on length of term.

UNBC offers excellent benefit packages, and employee training and development opportunities. For more details, please see:

<http://www.unbc.ca/human-resources/employee-benefits>

Normal hours of work will be 8:30am – 4:30pm, Monday through Friday.

## Our Commitment to Diversity and Employment Equity

The University of Northern British Columbia is fully committed to creating and maintaining an equitable, diverse, and inclusive environment that is accessible to all. We are devoted to ensuring a welcoming, safe, and inclusive campus free from harassment, bullying, and discrimination. This commitment is woven into our motto and mission. In the Dakelh language, UNBC's motto 'En Cha Huná translates to "they also live" and means respect for all living things. Through the respect for all living things, we are able to grow and learn better together, each bringing our own unique individual differences and contributions to inspire leaders for tomorrow by influencing the world today.

Employment equity requires that we remove barriers and overcome both direct and indirect discrimination. In this way, the pool of excellent candidates increases substantially. We encourage applications from members of groups that have been marginalized on any grounds enumerated under the B.C. Human Rights Code, including sex, sexual orientation, gender identity or expression, racialization, disability, political belief, religion, marital or family status, age, and/or status as a First Nation, Metis, Inuit, or Indigenous person.

## About the Community

Since its founding in 1990, the University of Northern British Columbia (UNBC) has emerged as one of Canada's best small research-intensive universities, with a passion for teaching, discovery, people, and the North. UNBC's excellence is derived from community-inspired research, hands-on learning, and alumni who are leading change around the world.



Since time immemorial, Indigenous peoples have walked gently on the diverse traditional territories where the University of Northern British Columbia community is grateful to live, work, learn, and play. We are committed to building and nurturing relationships with Indigenous peoples, we acknowledge their traditional lands, and we thank them for their hospitality. UNBC's largest campus in Prince George is located on the traditional unceded territory of the Lheidli T'enneh, in the spectacular landscape near the geographic centre of beautiful British Columbia.

UNBC consistently ranks in the top three in its category in the annual Maclean's university rankings. UNBC also recently placed among the top five per cent of higher education institutions worldwide by the Times Higher Education World University Rankings.

With a diverse student population, the University is friendly, inclusive, and supportive. Prince George is a city of ~80,000 people with impressive cultural, educational, and recreational amenities. For more information about living and working in Prince George, please refer to <http://www.unbc.ca/experience> and <https://moveupprincegeorge.ca>. Make your mark with this leading post-secondary institution.

## To Apply

The University of Northern British Columbia is committed to employment equity and encourages applications from the four designated groups (women, Indigenous peoples, persons with disabilities, and members of visible minorities) as well as the 2SLGBTQ+ communities and individuals with intersectional identities.

Persons with disabilities, who anticipate needing accommodation for any part of the application and hiring process, may contact UNBC Health & Wellbeing at [wellbeing@unbc.ca](mailto:wellbeing@unbc.ca). Any personal information provided will be maintained in confidence.

Please forward your resume and proof of education (e.g. copy of transcripts or copy of degree/diploma) and include the competition number #24-039CU(E) in the subject line to:

Human Resources, University of Northern British Columbia,  
3333 University Way, Prince George, BC, V2N 4Z9

Email submissions: [HRecruit@unbc.ca](mailto:HRecruit@unbc.ca)  
Inquiries: (250) 960-5521

*All qualified candidates are encouraged to apply; however, Canadians and permanent residents will be given priority. We thank all applicants for their interest in UNBC however, only those applicants selected for further consideration will be contacted.*

**Applications will be accepted until the position is filled.**

