

Posting #24-155CU

Communications Officer – Social and Digital Media NCCIH National Collaborating Centre for Indigenous Health (NCCIH) Regular, Full-time

Purpose

Reporting to the Communications Manager of the National Collaborating Centre for Indigenous Health (NCCIH), the Communications Officer – Social Media is responsible for a full range of communications activities, including the creation, design, and management of content for web, social media, and digital publications.

About the NCCIH

The National Collaborating Centre for Indigenous Health was established in 2005 and is funded by the Public Health Agency of Canada. It is one of six National Collaborating Centres (NCCs) across Canada mandated to promote and support the timely use of scientific research and other knowledges in public health practice, programs, and policies. Situated on the traditional territory of the Lheidli T'enneh First Nation in Prince George, B.C., the NCCIH is hosted by the University of Northern British Columbia (UNBC), a small, research-intensive university serving rural, remote, and northern populations. For more information about the NCCIH, visit <https://www.nccih.ca/en/>

Responsibilities

General duties include, but are not limited to:

- Designing, developing, maintaining, and updating content for the NCCIH social media channels and virtual events including online conferences, video interviews, webinars, and podcasts;
- Monitoring, analyzing and reporting on analytics related to the use and usefulness of the website, social media and other digital media;
- Designing, developing, maintaining and updating content of NCCIH social and digital media channels (e.g. X (formerly Twitter), Facebook, LinkedIn, YouTube, Vimeo, SoundCloud, and ISSUU) in both official languages on a daily basis;
- Designing, developing, maintaining, and updating content for NCCIH E-newsletters and E-alerts in both official languages, including writing content, creating or adapting digital templates, and managing contact lists and digital platforms;
- Coordinating NCCIH webinars or other online events, including researching and using various online platforms (e.g. Zoom Webinar, Teams), planning and delivering webinars or other online events (e.g. social media and web promotion, facilitating live sessions, recording, and livestreaming), post-production (e.g. video and audio editing), and publication online;
- Liaising with external companies as needed in the production of web or other digital content, including translation, design, print, and video/audio companies;
- Contributing to the acquisition and management of stock photos for the creation of digital media;
- Providing communications support for NCCIH media relations and events (e.g. conferences);



- Contributing to the development, implementation, and evaluation of communications and marketing processes by recommending improvements and efficiencies with respect to all media employed; and
- Keeping up to date on current social media and digital trends and standards and making recommendations to advance the NCCIH's online presence.

Qualifications

The successful candidate will possess the following:

- An undergraduate degree in Communications, Marketing, or a related technical discipline such as Web or Graphic Design, together with 3+ years of directly related work experience;
- Demonstrated experience creating, designing planning, and managing content for social media and digital publication, including administering social and digital content management systems for various digital platforms and channels;
- Demonstrated proficiency using the Adobe Creative Suite, including Audition, Illustrator, InDesign, Photoshop, Premier Pro, Dreamweaver, and Acrobat PDF optimization;
- Demonstrated proficiency using Microsoft 365, specifically Word, Excel, PowerPoint, and Teams;
- A high level of cultural competency in daily decision-making, including designing, creating, and sharing content and engaging diverse audiences in a culturally safe and respectful manner;
- Demonstrated knowledge of, or experience working with, First Nations, Inuit, and Metis peoples and organizations;
- Excellent interpersonal skills, effective oral and written communication skills, and excellent problem-solving and time management skills;
- Ability to work independently in a busy and challenging environment, as an active member of an integrated team; and
- Strong organization skills and attention to detail with the ability to prioritize workload in an environment with multiple and changing deadlines.

An equivalent combination of education and experience will be considered.

Salary

This position has been classified at a Grade 9. The annual salary range for this position is \$70,215.60 to \$73,127.60 and the normal starting salary will be \$70,215.60.

UNBC offers employee tuition waivers (includes spouse and dependents), excellent benefit and pension packages, employee training and development opportunities, as well as relocation assistance. For more details please see:

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

<http://www.unbc.ca/human-resources/unbc-pension-plan>

This position is based at UNBC's Prince George, British Columbia campus, however, applicants from other cities, provinces and territories who have the ability to work remotely may be considered. This position requires some travel.

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 employee wellbeing@unbc.ca. Any personal information provided will be maintained in confidence.

Internal applicants from CUPE Local 3799 will be given priority consideration.

Please forward your resume and proof of education (e.g. copy of transcripts or copy of degree/diploma) and include the competition number #24-155CU 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
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 4:30PM on August 20, 2024.

