

Job Description: Communications Specialist

About UFV India Global Education:

The [University of the Fraser Valley \(UFV\)](#) is an accredited Canadian Public university with campuses in Abbotsford, Chilliwack, Mission, and Hope. UFV is the only Canadian university with a location in Chandigarh, India — one of India's most beautiful cities. [UFV India](#) prepares Indian students to succeed in an applied, North American curriculum and equips them with Canadian social and cultural knowledge. Students then take campus transfers to [UFV in Canada](#). The UFV India campus has grown from a single classroom program in 2006 to over 300 current students across three undergraduate programs and one graduate program. Students who start at UFV India arrive in Canada with “shock absorbers” in place and are better equipped to succeed vis a vis those who arrive directly.

Position title: Marketing and Communications Assistant

Employment type: Full-time

Department: Marketing & Communications

Location: Chandigarh, India

Apply before: June 30, 2018

Position description:

Play a critical role in the external communication of one of Canada's best universities. As the UFV India Communications Specialist, you are primarily responsible for creating engaging written content for UFV India's digital channels.

This includes but is not limited to:

- Creating compelling news stories for [ufv.in/news](#)
- Preparing and publishing a bi-monthly internal e-newsletter (via Mailchimp)
- Planning, researching, and writing posts for a new content marketing blog
- Writing advertising copy for digital and newspaper ads
- Writing copy for [ufv.in](#) (as required)
- Planning, researching, and producing video and audio content (sometimes in collaboration with freelancers)
- Assisting in creation and publishing of content for UFV India's social channels (as per the UFV India social media calendar)
- Other tasks related to the achievement of marketing/communications goals
- Drafting news releases

Your primary goals are to:

- Create valuable, attention worthy content for prospective students and parents (following and contributing to our strategic content marketing plan)

- Tell engaging stories about the students, alumni, faculty, staff of UFV India that create a sense of pride and accomplishment in our campus and community

Competencies, strengths, and personality traits:

The ideal UFV India Communications Specialist is a:

- Curious learner (with an interest in the post-secondary market)
- Talented and passionate writer
- Goal oriented achiever
- Strong communicator with a portfolio of writing samples
- New technology adopter who excels in using and experimenting with new communications tools and media platforms
- Graduate of a communications related degree program
- CMS (content management system) experience is a plus
- Photography/videography experience is a plus

Apply before June 30, 2018

To apply, please send your resume and a cover letter to:

Mr. Jesse Kaufman,
Manager, Marketing and Communications,
UFV India
jesse.kaufman@ufv.ca

Shortlisted candidates will be interviewed at our location in Chandigarh or via Skype.
Please apply before June 30, 2018.