

Learn for your career. Learn for your pleasure. Learn for life.

Do public relations ignite you?

Are you dynamic, passionate and fully bilingual?

Join the team of the only francophone college North of the 60th parallel!

The Collège nordique francophone (CNF) is a post-secondary education establishment located in Yellowknife, in the Northwest Territories. Established in 2011 to meet the needs of the community, CNF offers professional, language and continuing education programs to support the needs of the labour market and foster lifelong learning. The Collège distinguishes itself for its northern character, for the accessibility of its training, and for its language school.

Our culture

Creativity, diversity, commitment and pride are the values that guide our growth and contribute to our success as a learning establishment and employer of choice. Our culture is supported by motivated, creative and dedicated employees. The Collège is committed to fostering an environment that encourages employees to communicate their ideas and meet challenges.

Marketing and Communications Consultant

Reporting to the Director General, the Marketing and Communications Consultant will contribute to the implementation of the marketing plan and the social media strategy and establish relationships and partnerships with stakeholders to promote the Collège's brand and raise its visibility.

Specifically, the consultant will:

- Facilitate social media networks and keep statistics (e.g. Facebook, Twitter, Instagram)
- Plan, coordinate and participate in various community events, meetings and workshops to promote the Collège's activities and programmes
- Write, up-date and coordinate content for publication and distribution: Web content, posters, brochures, annual report, news releases, fact sheets and all other communications tools required
- Design and implement special projects
- As requested, perform all other duties related to the Collège's activities

Asset qualifications

- Flexible and resourceful
- Proactive, persuasive and autonomous with excellent interpersonal relations skills
- Excellent knowledge of the principles of marketing and communications
- Available to quickly respond to requests from the Director General

Requirements

- Bachelor in a related field (e.g. communications, marketing, journalism) or equivalent professional experience
- 3 years of marketing and communications experience
- Fully bilingual (oral and written French and English)
- Extensive knowledge of marketing and communications platforms, including Web applications, social media and traditional regional and national media



- Experience in planning and organizing events

Why work for the Collège nordique francophone?

- Recognized by the community and the GNWT for its credibility
- Innovative education approach
- Learning programmes focused on labour market needs and lifelong learner
- Committed to maintaining high quality client services standards
- Qualified and enthusiastic team

Contract provisions:

\$30,000 for a one-year period

Hourly rate: \$35 to \$50 (commensurate on experience)

Start date: as soon as possible

End of posting: February 3rd, 2019. 8:00 PM (MST)

If you are interested in applying, please send your curriculum vitae and covering letter by email to [**direction@college-nordique.com**](mailto:direction@college-nordique.com). Please note that only selected candidates will be contacted.