



**TEACH FOR  
ENSEIGNER POUR LE  
CANADA**

## **JOB OPPORTUNITY WITH TEACH FOR CANADA**

### **Communications Coordinator**

**Teach For Canada is looking for a hard-working change-maker to join our Communications team.**

#### **The Basics**

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<b>Job term:</b>	Part-time, contract
<b>Salary:</b>	\$20.25/hour; 16 hours/week
<b>Contract duration:</b>	May 31, 2021 – August 27, 2021
<b>Location:</b>	Remote working position
<b>Application method:</b>	Email applications to <a href="mailto:apply@teachforcanada.ca">apply@teachforcanada.ca</a> (see “Application Process” for more information)
<b>Closing date:</b>	until filled
<b>ZOOM Interview process:</b>	1-hour interview
<b>Requirements:</b>	This position is funded by the Canada Summer Jobs program, and as such, candidates must be 30 or younger as of December 31, 2021
<b>Desired experience:</b>	New graduate of a communications or marketing program and/or 1-2 years of relevant experience

#### **Our Approach**

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Education in Canada is a success story. Study after study shows that our public schools are among the best in the world. But high overall quality masks deep inequality. Only 48 percent of First Nations youth living on reserve have a high school diploma. In the North, those numbers are even lower. And, too often, teachers arrive in northern First Nations without the preparation and support they need to succeed—and stay—in the classroom. The twin challenges of teacher supply and turnover compound [historical injustice](#) and [systemic inequities](#) to produce a statistical education gap between First Nations and non-First Nations communities.

Teach For Canada is a non-profit organization that works with northern First Nations to recruit, prepare, and support committed teachers who will increase student outcomes in the North. This model has been defined by First Nations community partners, our Circle of Advisors, our Board of Directors, and experienced northern educators.

#### **Our Culture**

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Teach For Canada has a supportive work culture and offers a variety of benefits to its team members including access to physical and mental wellness supports, flexible hours, and professional development opportunities.

On our team we are fortunate to have a committed, experienced, talented, and humble group of leaders. Together, this team works hard to create meaningful impact. If you're looking for a multi-faceted, energizing, and rewarding work environment, then we want to hear from you!



## Your Responsibilities

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Reporting to the Director of Communications, the Communications Associate will be responsible for supporting Teach for Canada's communication and marketing strategy. Responsibilities include:

- Executing Teach For Canada's social media strategy on Facebook, Twitter, LinkedIn, and Instagram, by curating and creating content and assets
- Supporting the execution of an email marketing strategy, working cross-departmentally to coordinate, schedule, and produce new content; manage MailChimp lists effectively
- Implementing standardization practices to organize new and existing communications documentation and assets
- Developing a SEO strategy and begin developing SEO content for the Teach For Canada website to increase organic traffic
- Assisting with execution of a communications plan for the Summer Enrichment Program, including the development of video and blog content to be shared across Teach For Canada's website and social media platform
- Supporting with other Communications tasks as needed

## Your Fit

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- **You are respectful of Indigenous cultures and histories:** You have a deep respect for the history, culture, and goals of Indigenous communities in Canada. You care that goals are reached in the right way.
- **You are a skilled communicator:** Your writing skills are impeccable; you speak about complex situations clearly and compellingly.
- **You have an eye for detail:** You take the time to fine-tune materials until the final product looks just right; you edit until every last letter and comma are in the right place.
- **You are well-versed in tech:** You are proficient in MailChimp and WordPress; you know how to optimize different social media platforms and SEO; you stay informed of the latest innovations and tools.
- **You like to design things:** You have experience working across various design platforms including Adobe CC and Canva. You are interested in branding and have an eye for crafting aesthetically pleasing, communicative collateral.
- **You are self-motivated:** You manage your time effectively; you see an idea through to its successful execution; you take initiative to fill gaps and address challenges.
- **You are a team-player:** You seek to support your colleagues and their projects; you work to advance the goals of your department and the organization.



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## **Application Process**

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Please send one PDF file containing your resume and cover letter, accompanied by your portfolio or 2-3 samples of work that demonstrate the skills relevant to this role (e.g. marketing emails, social media campaigns, articles, web copy) to Zuzana at [apply@teachforcanada.ca](mailto:apply@teachforcanada.ca).

Teach For Canada is an equal opportunity employer and is committed to building a diverse and inclusive team. As an organization that works with First Nations, we value Indigenous perspectives in the workplace and strongly encourage Indigenous candidates to apply.

Teach For Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the hiring process.

This job opportunity has been made possible through the Canada Summer Jobs program.