



University  
of Victoria

<b>Job Title</b>	<b>Marketing and Web Content Co-op</b>
<b>Start Date</b>	September 5 – December 22, 2017
<b>Length of Contract</b>	4 months
<b>Reports to</b>	Communications Manager
<b>Closing Date</b>	July 7, 2017

### **What is CanAssist?**

CanAssist is a unique and innovative program at the University of Victoria ([www.uvic.ca](http://www.uvic.ca)) focused on using the resources of, and expertise within, the University to develop technologies, programs and services for people with special needs. More information on CanAssist can be found at [www.canassist.ca](http://www.canassist.ca).

### **Position Description:**

Reporting to the Communications Manager, the Marketing and Web Content Co-op provides support with a variety of CanAssist projects and administration.

### **Responsibilities:**

- Researching, writing and editing content for Ability411, a new CanAssist website that will provide seniors and their caregivers with guidance on assistive technologies
- Sourcing appropriate content from partners, stakeholders and other experts for Ability411
- Attending community and campus engagement events, such as staffing a table and answering general questions about CanAssist
- Responding to community requests about technologies
- Creating content and posting it on the CanAssist website and social media platforms
- Supporting other CanAssist projects, as needed

### **Qualifications:**

The successful candidate will be a key member of the Ability411 project team, contributing ideas, creating content and helping implement a web marketing strategy. Ideally, you are a 3<sup>rd</sup> or 4<sup>th</sup> year student with an excellent command of the English language, very strong and clear writing skills, and a proven ability in researching, marketing, interviewing and condensing information. You must have experience using the Internet (this might include contributing to blogs, analyzing web traffic, building websites, and so on). You should be comfortable working independently and as part of a team, and be enthusiastic about participating in public relations activities through a variety of community and campus events.

### **Preferred Additional Skills and Qualifications:**

Experience in working with seniors and/or people with disabilities would be considered an asset but not a requirement.

**Submission Requirements and Contact Information:**

Please submit a cover letter, resume and contact information for three references to Vicky Irvine, Executive Coordinator, **by July 7<sup>th</sup> at 4:30 pm**. Late applications will not be considered. Applications may be submitted by fax (721-7299), or via email attachments (vcirvine@uvic.ca). Only those candidates selected for interviews will be contacted.