



## **Public Relations Specialist**

Location: Headquarters – Stephenville

Job Opening ID: 8871

Full-time, Temporary

Commencing: October 23, 2017 until August 31, 2019 (with possibility of extension)

Deadline to Apply: September 22, 2017

### **INTERNAL POSTING**

College of the North Atlantic (CNA) is Newfoundland and Labrador's public college. It is one of the largest post-secondary educational and skills training centres in Atlantic Canada; enrolling approximately 30,000 learners each year in more than 100 full-time programs and 300 part-time courses offered through five Schools.

Headquartered in Stephenville, CNA delivers its programs through a network of 17 campuses distributed across the province. CNA is also active internationally, with development projects and education partnerships presently operating in China, the Middle East, Vietnam and the Caribbean. Altogether, CNA employs a workforce numbering approximately 2000 of which about 1250 are faculty. The College works with a wide range of stakeholders including the Department of Advanced Education and Skills, other post-secondary institutions, industry associations, community organizations and economic development groups, as well as provincial and federal government departments and agencies.

**DUTIES:** The PR Specialist is the primary writer and editor of the college's online magazine, Currents, and is also a key contributor to news releases and editorial content for promotional materials used for marketing the college's programs, courses and services. The employee responds to media inquiries, prepares news releases, schedules and organizes media interviews and events and represents the Marketing and Communications team on various internal and external boards/committees as required. Supports student recruitment efforts as they relate to public awareness, event organization and participation. Responsible for writing text for the college's website, as well as for various print, video and radio ads.

**QUALIFICATIONS:** The successful candidate will have five years of working experience in the field of public relations, communications and/or journalism, having earned a Diploma or Degree in at least one of these related fields. Strong writing and editing abilities and the ability to communicate to various audiences and work with relevant computer software and package is a must. Ability to work under minimum supervision and to establish and maintain effective relationships is required. Candidates with an equivalent combination of education, training and experience may be considered. Experience working in a post-secondary education system is a definite asset.

**SALARY:** CG-E33 - \$50,687.00 - \$56,383.60 per annum

College of the North Atlantic is an Equal Opportunity Employer.

The successful candidate will be required to provide a recent Certificate of Conduct.

Please apply on line complete with resume at [www.cna.nl.ca](http://www.cna.nl.ca). Names of three professional references will be required as part of the interview process.

Candidates must clearly demonstrate in their resume that they meet all of the required qualifications. Failure to do so may result in a candidate being screened out of the competition.

For questions regarding this job opening, please contact Sergio Deleon, Human Resources Consultant at [sergio.deleon@cna.nl.ca](mailto:sergio.deleon@cna.nl.ca) or by phone at (709) 758-7229.