

Contract Posting #: SD 0602019AD

Posting Date: January 3, 2019

Submit application by: January 17, 2019

About SelfDesign

The SelfDesign Learning Foundation (SDLF) is a registered charity and non-profit organization that operates several programs including one of the largest distributed learning schools and personalized learning programs in British Columbia, SelfDesign Learning Community. Funded by the BC Ministry of Education, SelfDesign enables learners to complete K-12 by exploring their passions and taking the lead in their own learning and life. With personalized guidance from BC certified educators, learning unfolds at home and within local and online communities.

Learn more at www.selfdesign.org and read our strategic plan here:

<https://selfdesign.org/wp-content/uploads/2018/12/SD-StrategicPlanFinalweb.pdf>

Contract Opportunity

Digital Content Writer

Part-time contract

Contract Overview

Working collaboratively with the Communications & Marketing team, SelfDesign Learning Foundation is seeking an experienced and results-oriented Digital Content Writer who can craft compelling and effective content for articles, blogs, videos, social media, email campaigns, web pages and other marketing and communications materials. The contractor will have a way with words, superb editing skills and be detail-oriented, tech-savvy and a self-starter who can juggle multiple projects at once. Demonstrated experience in SEO and how content is developed, managed, and tracked is required.

Contract Deliverables

- Work with Director of Communications & Marketing and Brand & Content Development Coordinator to develop and implement a content management communication strategy that will increase awareness and drive organic traffic on our website and social media platforms
- Research, write, and edit key messages, news releases, media pitch letters, blog posts, articles, video scripts, email campaigns, website content and social media content
- Proofread and edit content provided by content contributors to ensure that messages are coherent and consistent and on brand
- Develop and/or execute specific social media activities across various platforms

- Work closely with other team members to review and improve social engagement
- Ensure developed content supports SEO
- Measure the success of content and provide monthly reports
- Participate in online weekly team meetings
- Other duties as assigned

Contract Requirements

Mandatory Requirements

- Criminal Record Check with a result satisfactory to SDLF

Other Requirements

The ideal contractor will demonstrate the following:

- 5+ years experience creating and writing compelling content including media relations materials, blogs, editorials, video scripts and website and social media content. Experience writing on education sector is an asset
- Post-secondary degree/diploma in Journalism, Communications or relevant field, or equivalent combination of skills and experience
- Understanding of communication strategies and how targeted and engaging content can fulfil business goals
- Strong writing skills with a passion for storytelling and an editorial mindset that seeks to understand what target audiences want and how to create it
- Flexible, resourceful and well-organized, with superb editing skills and strong attention to detail
- Experience creating content for social media channels including Facebook, Twitter, Instagram and YouTube, and an understanding and experience with social media analytics tool
- Understanding of SEO principles
- Experience using WordPress, simple HTML survey tools, Canva and/or Photoshop and MailChimp and/or MailWhizz and Basecamp
- Proficiency with Google docs/email and Google analytics and analytic tools
- Strong knowledge, interest, and aptitude for learning new computer software/programs
- Ability to take direction and work independently and productively, in a collaborative online work environment
- Ability to build and maintain relationships with team members online across the organization
- Ability to manage numerous activities/projects with a deadline-driven, collaborative approach
- Previous experience working efficiently and comfortably in a fast-paced environment with daily deadlines
- Availability at regular times during Pacific time zone working hours
- Fluency in written and spoken English

This is a 0.5 contract opportunity and as an independent contractor, you will be required to provide your own hardware, software, and reliable internet connectivity to be fully compatible with SelfDesign requirements. Access to a private workspace and a working environment that ensures security, confidentiality and accessibility is required.

Contract Period

February 1, 2019 - July 31, 2019

Contract Amount

\$12,500 for the contract period February 1 - July 31, 2019; pro-rated to start date

Response Due Date

Please send a short proposal demonstrating your knowledge, skills and experience as a Digital Content Writer, including a resume and three samples of your written work by January 17, 2019 to hr@selfdesign.org. Thank you for submitting; only shortlisted candidates will be contacted.