

The **Eastern Townships School Board**  
is seeking candidates for the following full-time position

**COMMUNICATIONS CONSULTANT**  
Central Board Office - Magog

**NATURE OF THE WORK**

The position of communications consultant encompasses, in particular, participation in the development and implementation of communication policies, strategies and plans aimed at supporting the strategic planning of the school board so as to better inform students, employees, parents and the general public, using various information media and means.

**SOME CHARACTERISTIC DUTIES**

The communications consultant provides advice and support to the administration of educational institutions and services as well as the various committees in their communication and promotional activities; to this end, he or she may also be called upon to develop promotional materials by ensuring its design and drafting as well as its delivery to the public concerned.

He or she finds, gathers and compiles or adapts information intended for a target population; he or she establishes channels of communication with the educational institutions and services so as to keep abreast of their activities and to meet their needs.

He or she takes part in organizing press conferences or special events, drafts speeches, press releases and various information or promotional documents; he or she prepares media kits and develops communication plans according to the needs and population targeted by the organization; he or she evaluates the results of the communication strategies and means used.

He or she plans, organizes, conducts or coordinates various public relations activities; he or she advises the director general, the directors of services as well as principals on how to promote activities and events.

He or she participates in the implementation of new services designed to facilitate the dissemination of information by the school board; he or she may also participate in designing, developing and updating the school board's Website and Intranet.

He or she may be called upon to develop and to maintain relationships with the media and, during certain activities, to represent the school board in public relations matters.

**QUALIFICATIONS REQUIRED**

- A bachelor's degree in communications, journalism, public relations or other appropriate specialization;
- Exceptional interpersonal skills;
- Excellent ability to work independently;
- Discretion and diplomacy in the handling of sensitive issues;
- Flexibility in work schedule;
- Experience with the manipulation of graphics for web publication;
- Knowledge of developing and updating the website as well as the Intranet;
- Knowledge of social media;
- Excellent command of the French and English languages, spoken and written.
- Minimum of three years experience.

**SUPERVISOR:** Secretary general, Communications and Transportation services director

**SALARY:** \$24.46 - \$40.98/hour

**WORK SCHEDULE:** Full time 35 hours per week

**STARTING DATE:** June 14, 2021

Please send your application in writing before **May 20, 2021** to:

[hr@etsb.qc.ca](mailto:hr@etsb.qc.ca)

Eastern Townships School Board  
Human Resources Department  
340, Saint-Jean-Bosco, Qc, J1X 1K9 Fax.: (819) 868-3821

*Equal opportunity for all*