



PROJECT DEVELOPMENT OFFICER (Communications)

General Circular No. P32

Place of Work:	Director General
Status:	100 % Supernumerary position(Special Project)
Salary Rate:	\$27.08 to \$47.98
Start Date:	Immediate
Immediate Supervisor:	Director

Nature of the Work

The position of Project Development Officer encompasses, in particular, responsibility for research, analysis, and development of activities. The Project Development Officer is in charge of community relations, needs analysis, organizational development, and development of technological support. The Project Development Officer ensures the planning, coordination, and delivery of an action plan related to outside media attention, calling on the internal and external resources of the school board.

Main tasks and responsibilities

- Analyze EMSB events for likeability of high media attention and determine which schools are in need of direct marketing.
- Leverage the EMSB's media network (social media, podcasts, newsletter, print newspaper) to promote EMSB schools and assist school administrators to enhance their communication and marketing strategies to better position their schools
- Prepares and conducts, with school board resources, awareness-building, information and training activities (i.e., social media training), designed for the personnel involved in the various programs and activities of different EMSB projects
- Audits the EMSB's and EMSB schools' digital presence and determines how to best promote EMSB schools and activities. Works with the Human Resources department to identify EMSB digital resources to leverage their ability to recruit and hire candidates.
- Collaborates and liaise with outside media organizations, local for profit and non-profit organizations, local sports teams and various other community organizations to enhance the EMSB's reputation and visibility.

Requirements and Qualifications

- Bachelor's degree with an appropriate specialization, notably in journalism, marketing, communication
- Extensive experience in digital marketing
- Bilingual with excellent written and oral communication skills
- Excellent communication, organizational, analytical, creative, and interpersonal skills
- Ability to work well under pressure, well-organized and work with minimal supervision

To view the job description as outlined in the classification plan [click here](#)
or visit their website <http://cpn.gouv.qc.ca/en/cpnca/home/>

Interested candidates should send their letter of interest and curriculum vitae to jobs@emsb.qc.ca
to the attention of Ms. Ann Watson, Director of the Human Resources Department,
by Wednesday February 8, 2023. Please refer to the circular number in your letter of application.

The masculine gender was used in this posting to facilitate the reading. The English Montreal School Board has implemented an Equal Access Employment Program in accordance with the Act respecting equal access to employment in public bodies and encourages applications from women, members of visible and ethnic minorities, aboriginal and handicapped peoples

