



Northern Ontario
School of Medicine
École de médecine
du Nord de l'Ontario
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NORTHERN ONTARIO SCHOOL OF MEDICINE

JOB POSTING	
Competition Number:	2015-925-TC
Position Title:	Web and Social Media Content Designer and Support, Francophone Affairs
Unit:	Francophone Affairs
Location:	Sudbury
Term:	Part-time Continuing (0.4 FTE)
Terms and Conditions:	As per OPSEU Staff Unit 677 Collective Agreement
Competition Closing Date:	Open until filled

Reporting directly to the Director of Francophone Affairs, the Francophone Web and Social Media Content Designer will develop, administer and maintain website and social media content in support of the goals of NOSM's community engagement and the Francophone Affairs Unit, in consultation with the Director, and in liaison with the School's Communications and Technology units. Content will be created to better engage Francophones in Northern Ontario with respect to NOSM's mission, vision, and values. The Francophone Web and Social Media Content Designer will ensure all content meets established policies, standards and strategies, including the School's Visual Identity Guide and the Social Accountability Mandate.

The ability to create/manage web and social media content is essential. The incumbent must be able to understand how electronic content and functionality complement each other, and participate (with Francophone Affairs, Communications, and Technology) to create compelling, culturally competent, interactive content for the School's electronic platforms.

This person will work with the Communications Unit to ensure brand/message consistency.
This person will work with the Technology Unit when technological expertise is required.

RESPONSIBILITIES:

Tasks may include but are not limited to the following:

1. Ensure all electronic content aimed at Francophone audiences is compliant with NOSM's policies on visual identity and external communications, accessibility, and relevant privacy legislation;
2. Determine web content plan, and create/post/link images and copy to the School's website and social media channels on a regular basis, keeping platforms up to date;
3. Gather photographs and testimonials of students, graduates and faculty, and create, with assistance from others in School as needed, a testimonials sections for the website;
4. Include Francophone relevant/value-added links to the site;
5. Receive and respond to communications and correspondence requests from inside and outside the School on matters relating to the Francophone website and social media, in consultation with the Director;
6. Remain up-to-date on current systems, standards, applications and software;
7. Scan the website for broken links and convert as needed;
8. Consult with the Communications Unit in the preparation of marketing objectives. The designs must conform to communications protocols and be cognizant of the multicultural environment that

the School serves, particularly its Francophone stakeholders. These designs must also be functional for people with disabilities;

9. Research copyright clearance on image collections and other graphic elements, and, maintain current knowledge for proper use of copyrighted materials;
10. Assist with the development and maintenance of collaborative relationships, partnerships and initiatives with Francophone communities and organizations (relating to supporting and promoting educational opportunities, and medical and health sciences student placement opportunities), as required;
11. Assist the Community Coordinator, Francophone Affairs and the Director, Francophone Affairs in seeking out opportunities to enhance awareness, knowledge and learning about Francophone health and culture internally and externally to NOSM, as required;
12. Perform other duties as assigned

QUALIFICATIONS:

Education:

- A diploma in graphics design from a recognized college program with Canadian accreditation

Experience:

- One to three years' experience in web design, design programming or related work
- Experience in Franco-Ontarian relations
- Experience in a post-secondary work environment is considered an asset

Knowledge of:

- Experience in Mac and/or Windows Operating Systems
- Experience using internet-related tools such as Adobe Creative Suite (Adobe Premiere, Photoshop, Illustrator, In Design and After Effects)
- Experience in web design techniques
- Experience in Macromedia Suite (Flash, Fireworks, Freehand), Quark XPress, Corel Painter, 3D Poser, Studio 3D Max, MS Office Package
- File management and design principles are essential
- Knowledge of internet standards and practices, an asset
- Knowledge of internet-related tools such as web-browsers, email servers, application servers, database servers, operating systems, Macromedia Dreamweaver, Macromedia Flash an asset
- Knowledge of static and dynamic web content, an asset
- Exposure to a variety of Content Management Solutions (CMS), Digital Asset Management Solutions (DAM), Learning Content Management Solutions (LCMS), an asset
- Knowledge of the Franco Ontarian community as it relates to relevant, needs and issues
- Knowledge of the *Occupational Health & Safety Act* and Regulations that apply to the work being performed

Ability to:

- Work with a diverse group of people and within a team environment
- Meet tight deadlines
- Work within established organizational practices, protocols and policies
- Work in a consultative and collaborative fashion with a variety of other Units to further overall School strategic objectives

Language:

- Must be fluently bilingual in French and in English (spoken, written and comprehension).
***Candidates will be required to demonstrate these skills.**

Interested candidates are invited to submit a resume quoting the competition number
2015-925-TC to:

Northern Ontario School of Medicine
Attention: Human Resources
935 Ramsey Lake Road, Sudbury, Ontario P3E 2C6
Email: HR@nosm.ca
Fax: (705) 671-3880

The Northern Ontario School of Medicine offers accommodation for applicants with disabilities throughout its recruitment processes. If you require accommodation during the recruitment process, or require an accessible version this posting, please contact Human Resources via email at hr@nosm.ca.

The Northern Ontario School of Medicine invites applications from all qualified individuals. NOSM is committed to employment equity and diversity in the workplace and welcomes applications from women, visible minorities, Aboriginal people, persons with disabilities, and persons of any sexual orientation or gender identity.

While all responses are appreciated and will be handled with the strictest confidence, only those being considered for interviews will be acknowledged.