



SHAWNIGAN LAKE SCHOOL

OUR SCHOOL

Shawnigan Lake School is a leading co-educational, university preparatory boarding school on Vancouver Island. Nestled along the shores of the lake that shares its name, Shawnigan has a 100-year tradition of excellence, specializing in a complete education. It is the largest boarding school in Canada. We offer a very competitive compensation package and a nurturing, family-friendly workplace.

JOB DESCRIPTION

WEB COORDINATOR

Shawnigan Lake School is looking for a **Web Coordinator** to join our team. The successful candidate will have the opportunity to work in a world class facility alongside inspirational staff and students on a beautiful campus.

Reporting to the Communications Manager, the Web Coordinator will work as part of a team to present communications content through the School's website and social media platforms. This position will serve a key role in developing and maintaining strong working relationships between the School's Communications and IT Departments.

This is a full-time, permanent position with an attractive benefits package after three months. The selection process will favour candidates with a strong background in design for digital marketing.

ROLES & RESPONSIBILITIES

Website Management

- Organize, manage, and track content published to the School's web properties, ensuring consistency, brand conformity, and a positive and responsive user experience
- Assist with the day-to-day website inquiries and requests directed to the Communications Department
- Prioritize web-related activities and tasks according to School and Communications Department objectives
- With a focus on functionality and aesthetics, create effective style sheets for writers and photographers to upload content

Digital Marketing

- Integrate dynamic website elements into a variety of existing marketing materials and channels, including the Annual Fund Brochure, the Annual Report, Black & Gold Magazine, YouTube channel, website audio and video samples, and Admissions promotions
- Optimize and track push pages and web pages for maximum digital marketing effectiveness
- In alignment with the School marketing strategy, make recommendations on digital advertising target markets and best practices



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- Use analytical tools and internal systems reports to provide marketing and external engagement data to relevant stakeholders

Technical Support

- Customize and deliver logos and graphics for various departments, and assist all departments with mass mail-out communications
- Provide support with the report card and transcript processes, as well as the annual parent's package
- Provide assistance to staff across departments with presentation software issues, problems, and queries

REQUIREMENTS

- Adaptable and collaborative; able to work effectively in team-focused environments, shifting easily from one project to another
- Comprehensive knowledge of CSS and HTML, ideally with jQuery experience
- A strong background in design for digital marketing
- Able to consistently apply and reinforce brand guidelines when developing digital marketing materials
- Minimum 2 years' experience in a similar Web Coordinator position
- Proficient with the creation and presentation of style sheets, links, dropdowns, and other standard website features and functions
- A working knowledge of photography applications, as well as basic layout and design for communications
- Familiarity with the use of VisualCut and Crystal Reports software

NEXT STEPS

To apply, please send a resume and cover letter expressing your interest to the attention of Maureen Connolly, Communications Manager, via email at hr@shawnigan.ca. Applications may also be mailed or delivered in person to the General Office at:

Attention: Human Resources
Shawnigan Lake School
1975 Renfrew Road
Shawnigan Lake, BC V0R 2W1

Competition closes Friday, March 29, 2019.