



## Job Posting

### Digital Marketing Diploma, Division of Continuing Studies

**Position:** Course Developer, Search Engine Optimization (DIGN 420)

**Posting Date:** February 6<sup>th</sup>, 2026

**Closing Date:** ongoing until filled, submission deadline February 27<sup>th</sup>, 2026

**Format:** Online

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#### POSITION SUMMARY

The Division of Continuing Studies at the University of Victoria invites expressions of interest for the development of a foundational course in **Search Engine Optimization** for a non-credit **Diploma** in Digital Marketing.

#### COURSE DESCRIPTION

##### Search Engine Optimization

This course provides an in-depth exploration on the theory and practical application of Engine Optimization (SEO) to enhance website visibility and ranking on search engines. Participants will learn how to implement effective strategies to drive organic traffic and improve online presence, apply ethical SEO practices, use SEO tools to track performance and refine settings, and develop and implement comprehensive SEO strategies.

#### QUALIFICATIONS

- Master's degree in a relevant field, or an equivalent combination of education and professional experience.
- Demonstrated industry experience with the ability to connect theory to real-world practice.
- Excellent interpersonal, communication, and facilitation skills.
- Experience in course development, including designing learning materials, assessments, or instructional activities for courses, training, or presentations.
- Teaching or instructional experience, ideally with adult or non-traditional learners and in online (asset).
- Strong understanding of equity, diversity, and inclusion (EDI) and the ability to apply inclusive and culturally responsive practices to support a diverse learner population.
- Ability to work independently, manage multiple priorities, and meet deadlines reliably.



**KEY DUTIES/RESPONSIBILITIES:**

- Develop a comprehensive course blueprint aligned with approved learning outcomes, including topics, assessments, learning activities, schedules, rubrics, readings, and supporting instructional materials.
- Design and develop course content (such as modules, assessments, and multimedia elements), using adult learning principles and Universal Design for Learning (UDL).
- Select and integrate current, high-quality learning resources that reflect industry standards and enhance online delivery.
- Collaborate with the development team to structure content for online learning and ensure alignment between outcomes, activities, and assessments.
- Revise and refine course materials based on curriculum validation checkpoints and feedback from the program team.
- Model clear, engaging written and oral communication to support an inclusive and effective learning environment.
- Participate in project and program meetings and meet established development timelines in accordance with curriculum standards.

**Pay Rate:** The stipend for course development is \$7,000 (CAD).

**APPLICATION PROCEDURE**

Please submit a cover letter and current resume (in PDF format), highlighting your area of expertise relevant to the course mentioned above, along with any experience in course development and teaching (if applicable). Kindly send your documents to Itzel Vargas Araluce ([she/her](#)), Program Coordinator: [itzelvargasaraluce@uvic.ca](mailto:itzelvargasaraluce@uvic.ca)

**EQUITY AND DIVERSITY STATEMENT**

UVic is committed to upholding the values of equity, diversity, and inclusion in our living, learning and work environments. In pursuit of our values, we seek members who will work respectfully and constructively with differences and across levels of power. We actively encourage applications from members of [groups experiencing barriers to equity](#).

**TERRITORY ACKNOWLEDGEMENT**

We acknowledge and respect the Lək'ʷəŋən (Songhees and Xʷsepsəm/Esquimalt) Peoples on whose territory the university stands, and the Lək'ʷəŋən and WSÁNEĆ Peoples whose historical relationships with the land continue to this day.

**Submission Deadline: Feb 27<sup>th</sup>, 2026**