Call for Instructor: Effective Communication Tools

Diploma Program in Public Relations

Job Description

The University of Victoria’s online program: The Diploma Program in Public Relations is recognized by Canadian Public Relations Society (CPRS) as a public relations program that has met the requirements and effectively demonstrated the necessary elements recognized by the National Council on Education Pathways to the Profession.

Today’s public relations professionals are required to serve the needs of their own organizations and those of its public. They must be able to design both external and internal communications plans and integrate the new theoretical and practical models of public relations practice that have emerged in recent years.

The Diploma Program in Public Relations meets these needs in addition to preparing graduates to think critically, develop the skills of teamwork, value a strong work ethic, manage time effectively while working under the pressure of deadlines and multiple projects.

Instructors within the diploma program must be content experts within the course field of study. They must prepare online discussion forums to ensure learner engagement and course objectives are achieved. Instructors facilitate online dialogue, address learners’ individual and group-based questions, mark learning activities and assignments throughout their 12-week online course.

Instructors are contracted through the University of Victoria and adhere to administrative responsibilities as outlined by administrative staff within the Diploma Program in Public Relations.

Qualifications

We are seeking a content expert to instruct a mandatory course titled: Effective Communication Tools. Course description is available on our website: https://continuingstudies.uvic.ca/business-technology-and-public-relations/courses/effective-communication-tools
Candidates must meet the following criteria:

- Relevant academic and professional accredited background
- Relevant work experience in the field of public relations and communications management
- Expertise in development and use of diverse communication tools to achieve organizational goals
- Expertise working with diverse sectors including public, private and not-for-profit organizations
- Superior writing and editing skills
- Knowledge in teaching online courses an asset

How to Apply

Please submit a résumé with a letter of intent by February 12, 2018 to:

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