

Call for Online Instructor: Writing for Public Relations

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: **Writing for Public Relations**.

Course description is available on our website:

<https://continuingstudies.uvic.ca/business-technology-and-public-relations/courses/writing-for-public-relations>

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 the production of a variety of communications vehicles for diverse audiences

Superior writing and editing skills

Knowledge in teaching online courses is a strong asset

How to Apply

Please submit a résumé with a letter of intent demonstrating your knowledge and expertise in the area of writing for public relations by April 9th at 9pm PST to:

Vicky Irvine
Program Coordinator
Health Sciences and Public Relations Programs
Division of Continuing Studies
University of Victoria
Email hsprcoord@uvic.ca
Web: www.uvcs.uvic.ca/publicrelations