



a place of mind
THE UNIVERSITY OF BRITISH COLUMBIA

UBC Botanical Garden Vancouver Campus
Faculty of Science
6804 SW Marine Drive
Vancouver, BC Canada V6T 1Z4

Phone 604 822 3928
Fax 604 822 2016
www.botanicalgarden.ubc.ca

Sustainability Communications and Marketing Academic Assistant

LOCATION: UBC Vancouver

CONTRACT DURATION: October – December 12 2015 with opportunity for renewal

JOB SUMMARY

The objective of this position is to raise the profile of the Sustainable Communities Field School within the business community and the general public. The role of the student will be to implement the communications strategy plan for UBC Botanical Garden's Sustainable Communities Field School. This includes creating content to support the plan as well as updating the plan, archiving content and reporting on past communications within the framework of the Garden's overall marketing and communications. Duties include writing marketing material, blog posts, social media posts, newsletters, and papers as well as creating video and images to support the Field School's communication goals with appropriate use of the Garden's, University's and partners brand elements. The student will work closely with team members to provide feedback to the Field School participants after their visit. The ideal candidate is a creative communicator with a passion for sustainability and the ability to adjust the message to reach a variety of diverse audiences. Experience in marketing to businesses and other organizations is an asset.

QUALIFICATIONS

- Undergraduate or graduate student with expertise in communications, journalism, marketing or sustainability
- Possesses a strong passion for sustainability issues and is familiar with environmental issues related to energy, waste, water, urban forests and climate change
- Excellent writing skills with experience writing for the web and with business communications
- Intermediate photography skills
- Intermediate video filming and editing skills
- Comfortable working on computers with Microsoft office programs
- Deep understanding of blogs and social media are required
- Excellent communications and time management skills are required
- Able to take initiative and work independently
- Able to work with diverse groups of people from different backgrounds in a calm, courteous, and effective manner
- Experience creating infographics or speaking a second language an asset

TIMING AND DURATION

The student will start in October and continue to the end of 2015. The working period is flexible and the student is required to attend regular meetings as they occur.

HOURS AND PAY

As an academic assistant, the student will work between 10-15 hours per week. The pay is



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\$15 - \$20 per hour depending on academic experience. There is potential for the position to continue into 2016.

SUPERVISION RECEIVED

Direct supervision and training provided by Dr. Tara Moreau, Associate Director Sustainability and Community Programs (UBC Botanical Garden) and Dr. Jiaying Zhao, Assistant Professor & Canada Research Chair (IRES & Psychology).

CONTACT

If you are interested in this position, please send a cover letter and your CV including your GPA and a list of relevant coursework to Dr. Tara Moreau (tara.moreau@ubc.ca).

Applications are due September 27th please use Field School – Communications and Marketing in the email title.