



Content Writer (Posted: November 1, 2022 – open until filled)

At ISSofBC, we believe in:

- ❖ Working with **purpose**
- ❖ We aspire to **improve**
- ❖ We cultivate **belonging**
- ❖ We are **genuine**

Immigrant Services Society of BC (ISSofBC) is one of the largest settlement agencies and a pioneer and innovator in immigrant and refugee services in British Columbia. We are looking for an independent contractor to provide multi-media content writing to attract prospective immigrant clients and BC employers to ISSofBC's Career Services programs. You will join an inclusive, diverse, hard-working team within a strong values-driven culture. You will have the opportunity to research, test, implement and evaluate new ideas to kick-start the lives of newcomers building their futures in Canada.

CONTRACTOR'S ROLE:

- Reports to the Associate Director, Career Services and liaises with the Career Services Management team.
- Researches industry-related topics (combining online sources, interviews and studies), generates ideas for new content types and proofreads content before publication.
- Develops a thorough understanding of ISSofBC Career Services offered to newcomer clients and employer partners.
- Tests, fact-checks, interviews sources, and analyzes information prior to publication.
- Writes clear marketing copy to promote our services to newcomers and employers and drives engagement (online and in-person). Copy will be adapted to a range of channels: social media, website, presentations, brochures and media partners etc.
- Identify clients' needs and gaps in our content and recommend new topics.
- Coordinate with marketing and design teams to enhance writing through photos, videos and infographics.
- Ensure all-around consistency (style, fonts, images and tone). Adhere to ISSofBC's style and branding guidelines and content requirements.
- While the contract focuses on Career Services, the contractor must consider ISSofBC objectives overall, as well as marketing and communications goals, guidelines, approach to content and measurement. The contractor will have regular check-ins with the central marketing and communications team.

IMMIGRANT SERVICES SOCIETY OF BRITISH COLUMBIA

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T: 604-684-2561

E: info@issbc.org

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CONTRACTOR REQUIREMENTS:

- Bachelor's Degree in English, journalism, business or marketing, or equivalent relevant work experience.
- Excellent organizational, presentation and communication skills are required.
- Strong interviewing skills.
- Creative writing skills.
- Ability to work on tight deadlines.
- Exceptional writing and editing abilities, including the ability to craft copy in program materials in an accessible and engaging way.
- Strong interest in working in a values-driven organization that prioritizes inclusivity, diversity, and transparency.
- Possession of and the ability to maintain a clear provincial criminal record check.

Proof of COVID-19 Vaccination is required.

TIMELINE:

Approximately 10 hours per month until March 31, 2023.

APPLICATION INSTRUCTION AND CLOSING DATE:

Please send a one-page proposition detailing your proposed approach, methods you recommend, pricing and other relevant information about you. Email applications must include "Content Writer" in the subject line and can be sent to gabby.korcheva@issbc.org.

Applicants must be eligible to work in Canada. **We will be interviewing qualified applicants on a rolling basis as we receive applications.**