

**Job Title:** Journalism and Comms Officer

**Organization:** Save Fanning School Inc.

**Location:** Malpeque, PEI - Fanning School historic building owned and operated by the charity - Save Fanning School Inc and is located in the provincial park - Cabot Park

**Type of Employment and Rate:** Seasonal employment for 8 weeks, Full-time (35 hours per week); \$18/hour (conditional upon grant approval)

**Overview:**

Save Fanning School Inc. is a small, volunteer-driven charitable foundation dedicated to preserving and promoting the historic Fanning School and the educational and cultural history of the school, students and teachers, and the community it served. We are seeking a passionate and dedicated Public Relations Officer to join our team for a term position. The ideal candidate will play a crucial role in enhancing the museum's visibility, building strong community relationships, and supporting fund development efforts.

**Key Responsibilities:**

*Working with Board Directors and Mentors, the Journalism & Comms Officer will:*

**Drive Standard Media and Social Media Strategy and Execution:**

- Increase awareness by creating engaging channels on various platforms, including Facebook, Instagram, and local community channels.
- Develop and monitor social media channels, respond to inquiries, and engage with the online community.

**Content Creation:**

- Assist in the development and maintenance of content for Fanning School's social media, website (to be developed), Friends of Fanning School newsletters, and other communication channels.
- Create visually appealing and informative materials, including brochures, flyers, and digital assets.

**Capture and Share Fanning Stories:**

- Interview former students and teachers
- Conduct relevant research into the School's history
- Use this info to produce effective and accessible multimedia comms

**Community Outreach:**

- Collaborate with local businesses, community organizations, and others to build partnerships and enhance Fanning School's community involvement.
- Support events and funding activities
- Coordinate with local influencers or community leaders for event endorsements.

**Brand Development and Awareness:**

- Support implementation of brand under development
- Ensure consistent branding across all communication channels.
- Monitor Fanning School's reputation, relaying any potential issues promptly.

**Qualifications:**

- Currently enrolled in post-secondary education with a focus on Journalism, Communications, or Marketing
- Strong written and verbal communication skills.
- Strong understanding of social media platforms and digital marketing.
- Enthusiastic, proactive, and eager to learn.
- Ability to work independently while collaborating within a team.
- Due to the travel requirements of the position and the rural location, access to reliable transportation is required.
- Due to grant requirements, the successful candidate must be 30 years of age or younger and meet citizenship/residency requirements and be legally entitled to work in Prince Edward Island.

Apply at [fanningschool@gmail.com](mailto:fanningschool@gmail.com)