



**Job Advertisement & Position Description**  
**EducationUSA Educational & Communications Adviser**  
**February 6<sup>th</sup>, 2024**

**Job Title:** EducationUSA Educational & Communications Adviser

**Host Institution:** Fulbright Canada – Vancouver, British Columbia Office

**Reports to:** Fulbright Canada CEO, with support from the Public Diplomacy Section at U.S. Embassy Canada and the EducationUSA Regional Manager (REAC)

(Full-time position: both in-person and virtual work required)

See the full position description [at this link](#).

**PURPOSE OF POSITION:**

Actively promote U.S. higher education throughout Western Canada by offering accurate, comprehensive, and current information about educational opportunities in the U.S. and guidance to qualified individuals on how best to access those opportunities. Carry out daily management of the EducationUSA advising center in Vancouver to ensure efficient and effective delivery of services to the public. Seek out and develop innovative tools to promote U.S. higher education, reach out to non-traditional audiences, and liaise with U.S. higher education institutions to facilitate recruitment and admission of Canadian students and increase student mobility.

The EducationUSA Educational & Communications Adviser supports the EducationUSA Canada team with well-grounded communications, marketing and social media campaigns and a content plan developed based on regional specifics and channels to provide wider virtual and in-person outreach in the country.

The EducationUSA Educational & Communications Adviser will set up, maintain, and manage all Canada-based social media channels, their configuration and content, including but not limited to creating short videos, designing social media, and marketing images, etc.

**PRINCIPAL RESPONSIBILITIES (40 hrs/week):**

<b>% Time Spent</b>	<b>Principal Responsibilities: (Of primary importance and a large percent of the time)</b>
50	Carries out a full range of educational advising activities, as described by comprehensive center standards
5	Promotes and supports all U.S. Government programs in support of exchanges.
10	Cooperates and liaises with partner organizations, including local educational institutions, U.S.–based higher education institutions, and local stakeholders. Travel will be required to visit and meet with potential partners and local educational institutions.
35	Coordinates EducationUSA communications plan and manages branding and image through various outlets in the country.

**The Adviser ([see full job description](#) for details):**

- Carries out the full range of educational advising activities, including group and individual advising, virtual advising, outreach, workshops, public speaking, special events, and annual pre-departure program.
- Promotes U.S. higher education and EducationUSA services throughout Western Canada and the surrounding areas through social media platforms.
- Maintains organization of advising reference library, keeps reference materials up-to-date, prepares presentation materials and informative documents, and keeps the advising section of the host institution website current.
- Liaise with U.S. institutions of higher education to facilitate recruitment and admission of students and increase student mobility.
- Liaise with local partner organizations.
- Maintains standards established by ECA/A/S/A for certification of educational advising centers and per ECA compliance regulations for annual educational advising grants.
- Design and manage EducationUSA Canada’s communications plan including implementation following ECA/A/S/A guidelines for EducationUSA branding and policy.

## **KNOWLEDGE AND SKILLS:**

**Education:** Minimum of an undergraduate degree, preferably from an accredited U.S. college or university; master's degree desirable.

- Comprehensive understanding and ability to describe and compare U.S. and Canadian educational systems.
- Enthusiasm for U.S. and Canadian cultures with experience living, working, or studying in both.
- 3-5 years of professional experience, preferably in communications, marketing, design, program management, international relations, public relations or other related fields in an international education/organization context.
- Fluency in spoken and written English. Preference will be given to candidates who also speak French or another language widely spoken in Canada.
- Strong interpersonal communication, analytical, written and oral presentation skills.
- Detail-oriented.
- Strong organizational, problem-solving, and time-management skills.
- Ability to work effectively independently and in a team environment.
- Ability to forge connections and work cooperatively with partners and stakeholders from various sectors.

**TECHNICAL SKILLS:** It is preferred that the EducationUSA Adviser have knowledge of and experience using the following tools:

- Google Suite, including email and Drive
- Microsoft Suite, including Word, Excel, and PowerPoint
- Adobe Suite, including InDesign and Photoshop
- Video calls, including Zoom and Google Meet
- Webinar software, including BigMarker and Zoom
- Additional software includes Slack, Salesforce, Mailchimp, Calendly, Monday, WordPress, Blogger, Fairs, and Eventbrite

**COMPENSATION:** Competitive salary, plus benefits.

**THE PROCESS:** Interested candidates should submit a cover letter, a résumé, and a personal statement, a copy of the official transcript of highest degree earned and contact information of three job references references, to Ava Kovats, Director of Finance and Human Resources, no later than February 27, 2024. Please send all correspondence to [akovats@fulbright.ca](mailto:akovats@fulbright.ca).

Learn more about EducationUSA Canada at [educationusacanada.ca](http://educationusacanada.ca).

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