



Career Opportunity:

Network Community Developer

Do you love to connect people and share stories, both in person and online? Want to help make Canada a world leader in the digital economy? Join CCICT's team within a vibrant community of change-makers at the Centre for Social Innovation.

The Canadian Coalition for Tomorrow's ICT Skills (CCICT) is an industry-led coalition of employers, universities and industry organizations, founded by Bell Canada in 2007. Our aim is to ensure that Canadian organizations can hire the information and communications technology (ICT) professionals required to meet the changing and diverse needs of the 21st century workforce.

The challenge: Excite more young people into leading edge technology careers and inspire more young women about the creative potential of technology leadership.

The opportunity: Leverage your networking and communication skills developing a network that helps high school students make career choices.

CCICT's strategy is comprised of three key initiatives:

- CareerMash – a national online career network raising awareness and changing perceptions about ICT-related careers for high school students and their influencers
- CareerMashup - a week-long festival of events and activities, including a contest, raising high school student awareness about today's interesting and varied ICT-related careers
- Business Technology Management program - a new, professional undergraduate university program that CCICT corporate and academic members have designed to improve the quality and quantity of business professionals capable of implementing ICTs to achieve productivity, innovation, entrepreneurship and competitive advantage

CCICT is searching for an enthusiastic and motivated Network Community Developer who will use online and traditional marketing mediums to support these initiatives by building a strong community to attract and retain participation of career choosers, role models, mentors, employers, education and content developers.

Reporting to the CareerMashup project manager and CareerMash senior editor, responsibilities will include:

- identifying and engaging new CareerMash and CareerMashup participants, communities and thought leaders on an ongoing basis
- leading partnership initiatives with other online communities and engaging social media to drive traffic and return visits to CareerMash
- developing and following through on plans to connect with, engage and



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- obtain sustained contributions from participants
- creating content for CareerMash
- assisting in the organization of CareerMashup week and other CCICT initiatives

The ideal candidate is a strong team player and self-starter with:

- a university degree in marketing, public relations or a related discipline combined with three to five years' professional experience
- experience working with high school students and/or teachers (volunteer or paid)
- proven relationship-building and management skills
- demonstrated knowledge of social media techniques and tools as well as traditional marketing mediums
- excellent writing and presentation skills in English, and ideally in French
- ability to work with a wide variety of contributors and stakeholders
- event management experience is an asset

Term: Full time, April to mid November, 2011, with possible extension for two years+.

Please send your resume and cover letter to patti.vernon@ccict.ca by Friday, March 25 at 5 p.m. We appreciate the interest of all applicants however, **only those selected for an interview** will be contacted.