

**Post Graduate Certificate in Public Relations
School of Continuing Studies**

Job Posting - Curriculum Developers and Instructors

START DATE: ASAP - posting open until positions filled. Program launch date is scheduled for September 2019

YORK UNIVERSITY

York University, founded in 1959, is now Canada's third largest university. The School of Continuing Studies was established in 2015 and is quickly becoming a leader in adult learning, serving working professionals and diverse communities while offering an unparalleled academic experience.

PROGRAM DESCRIPTION

Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. An industry shift towards digital communications, storytelling and big data is changing how public relations professionals engage and communicate with their stakeholders. Our program will blend traditional public relations knowledge and skills with current "digital" trends to enable prospective students to learn current best practices and be more employable. The full-time, face-to-face format offers twelve, 3-hour sessions over 6.5 weeks.

POSITION DESCRIPTION

We are seeking experienced and credentialed subject matter experts (SME's) to develop and/or teach courses in our Post Graduate Certificate in Public Relations, under the direction of the Program Manager.

COURSES (*course titles subject to change*)

1. Fundamentals of Public Relations
2. Content Creation & Visual Storytelling
3. Digital Marketing
4. Internal Communications
5. PR Strategy & Measurement
6. Public Relations Writing & Speaking
7. Reputation Management & Crisis Communication
8. Stakeholder Relations & Public Engagement

CURRICULUM DEVELOPMENT DUTIES

- Develop the course curriculum using templates and processes provided by York University's School of Continuing Studies.
- Develop course outcomes that align with the program outcomes to ensure students learn the knowledge and skills needed to become a public relations practitioner.
- Design strategies and tactics for assessing student learning that ensure students will successfully master the outcomes.
- Develop course materials and learning strategies that ensure students successfully complete the assessments, including threading Top of the T cross functional skills into the curriculum and assessments.
- Develop a course outline, including a course description and learning plan document, to guide the course instructor and students.
- Participate in QA testing and course review after initial offering, and make edits as needed.

INSTRUCTOR DUTIES

- Offer innovative approaches to quality teaching and learning that improve student experiences and outcomes, while ensuring the materials are presented professionally and meet the standards of the School of Continuing Studies.
- Ensure course content/materials and assessments remain current and relevant.
- Communicate with students in a supportive and professional manner.
- Provide constructive feedback and grades to students in a timely fashion.
- Respond promptly to office requests regarding student record keeping.
- Periodically help with other program matters, including course updating, student recruitment and selection, transfer of credit review, etc.

QUALIFICATIONS

- Post-Secondary credential in a relevant field
- 5+ years of senior level public relations experience
- 5+ years of direct experience in the topic area you are interested in developing/teaching
- Curriculum development, facilitation and teaching skills with adult learners preferred
- Demonstrated ability working in a team environment with excellent interpersonal, organizational and time management skills
- Critical thinker and problem solver who communicates exceptionally well
- Professional and ethical

For More Information and to Apply:

Please submit a cover letter describing your area of expertise, a current resume and which course(s) you are interested in developing and/or teaching.

Todd Rich, Program Manager

scsinst@yorku.ca