

School of Continuing Studies

Public Relations Certificate Instructor Needed

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.

Course Title: Stakeholder Relations & Community Engagement

Format: On Campus at York University

Dates: Monday/Wednesday, March 13 – April 19

Number of Sections Available: Two (*preference is for one person to teach both sections*)

Time: 3:30-6:30pm AND 6:45 PM- 9:45pm

Course content is provided by the School of Continuing Studies.

COURSE DESCRIPTION

Gain an understanding of the key relationship-building tactics needed to be an effective public relations practitioner. Learn how to effectively perform as a spokesperson for an organization (the art of media relations), leveraging concepts of corporate social responsibility, marketing, stakeholder relations, government relations and more. The primary objective of this course is to understand the role that a public relations professional must play when supporting their organization and how their role influences their organization's credibility in the eyes of the public.

POSITION DESCRIPTION

We are seeking experienced and credentialed subject matter experts to teach under the direction of the Program Manager.

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.
- Establish and foster a safe, welcoming and inclusive learning environment

QUALIFICATIONS

- Post-Secondary credential in a relevant field
- 5+ years of senior level experience, related to the course topics
- Previous facilitation and teaching skills with adult learners preferred
- Familiarity with Zoom and a LMS system (i.e. Moodle, etc) 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

At York we boast a culture of respect, equity, diversity and inclusivity, where we value each other's differences and exercise our strengths. The University welcomes applications from all qualified individuals, and encourages individuals within the University's employment equity categories of women, persons with disabilities, members of visible minorities, Indigenous persons, individuals of diverse gender and sexual orientation and all groups protected by the Human Rights Code to apply. York University is committed to employment equity and diversity, and a positive and supportive environment. York University offers accommodation for applicants with disabilities in its recruitment processes. If you are contacted by York University regarding a job opportunity or testing, please advise if you require accommodation.

For More Information and to Apply:

Please submit a cover letter and resume

Todd Rich, Program Manager

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We thank everyone for their interest, however, only candidates selected for interviews will be contacted.