**Multimedia Design/Promotion/Project Positions**

**3 positions with overlapping start finish dates.**

Number of hours/pay 30 hours per week @ $15 per hour, for between 9 and 10 weeks

Anticipated Start Date One in June, one in July and one in August.

Tasks and Responsibilities

**Role 1**

 ***Creation of a media campaign:***

***Create a commercial that would be aired on CBC during the month of October as well as uploaded to Facebook & Instagram, and LDAPEI website.***

***Research content and format for the commercial.***

***Determine how to best market the commercial so we are getting the right message to the right people.***

***Create short (5min) clips about Learning Disabilities that could be uploaded to the LDAPEI website, and, with permission, to the Public Schools Branch Student Services Facebook page and the PEITF website.***

***Complete interviews with students (and families?) about living with a learning disability. If students aren’t comfortable with being video recorded, arrange surrogate actors from Holland College School of Performing Arts.***

***Find, interview and record well known PEI sports figure, music figure, and/or Politician with LD to use in commercial and/or short video clips.***

**Role 2** ***Research, design, create a pamphlet(s), for example researching good pamphlets already created and making these PEI specific, that Psychologists and other professionals could share at feedback meetings.***

***Provide Psychologists and other professionals including Resource teachers with copies of the pamphlet that they could share with students (and their parents) diagnosed with Learning Disabilities.***

***Research distribution options.***

***Create and implement an initial distribution plan.***

**Role 3** ***Research, design, create an information package(s) to distribute to Resource teachers, teachers, trainee teachers, Doctors, other medical professionals.***

***Provide Resource teachers, teachers, trainee teachers, Doctors, other medical professionals with copies of the package.***

***Research distribution options.***

***Create and implement an initial distribution plan.***

Funding Is in part through Federal Government and their requirement is to hire one individual from each constituency of Egmont, Malpeque and Cardigan.

Employment Location The individuals may work from home, at the Charlottetown office or a combination of both, plus locations dictated by their role.

Applications Email with resume/letter/questions to Martin@ldapei.ca

Closing Date Open until the three positions are filled