



STUDENTS ON ICE
FOUNDATION · FONDATION

Blue Futures Pathways Digital & Content Coordinator Job Description

About Students on Ice

The Students on Ice (SOI) Foundation is an award-winning organization that has led more than 30 expeditions to the Arctic and Antarctic - experiences we often refer to as the Greatest Classrooms on Earth. Founded in 2000, the SOI Foundation is based on the principle that we are driven by the personal connections that we make to the land and to one another and that these connections foster a deeper understanding of and commitment to a healthy and sustainable future. SOI believes experiential education is key to bridging cultures and learning first-hand about climate change, ocean conservation, reconciliation and other pressing topics. Beyond expeditions, the SOI Foundation connects people, organizations, and funding around ideas, initiatives and programs related to sustainability.

Blue Futures Pathways (BFP) aims to connect youth across Canada with education, employment and funding opportunities that inspire and support them in developing a successful career in the emerging Sustainable Blue Economy. The scope includes ocean and freshwater, and at the heart of the SOI Foundation's mandate, a focus on under-represented, remotely located, and Indigenous youth. Blue Futures Pathways is a new SOI Foundation program being rolled out in a series of Phases. Phase I involved a pan-Canadian Landscape Analysis exploring the gaps and opportunities for youth in the emerging Sustainable Blue Economy. Phase II will be implemented in collaboration with key partners, and will involve the creation of a digital platform (the Port) as well as the development and implementation of a series of tools and pilot projects to educate, engage and retain youth in Sustainable Blue Economy careers.

Position Summary

Reporting to the Blue Futures Team Lead, the Blue Futures Pathways Digital & Content Coordinator will work in collaboration with other Blue Futures Pathways team members to create, develop and maintain all digital content related to the Blue Futures Pathways program, and to ensure a smooth and positive experience for those accessing it. The role includes assisting in designing and developing the digital platform (the Port); researching and maintaining educational, training and employability content; co-designing and implementing digital tools and programs for external audiences; liaising with external audiences regarding user-interface and problem-solving; producing reports on key metrics; working with sub-contractors and partners to ensure that the Port content remains attractive, engaging and up-to-date.

Natural Heritage Campus | 1740 Pink Road | Gatineau, Quebec, Canada J9J 3N7

t 819-827-3300 | tf 1-866-336-6423 | f 819-827-9951

www.studentsonice.com

DISCOVER • UNDERSTAND • CONNECT • INSPIRE • CHANGE



STUDENTS ON ICE
FOUNDATION · FONDATION

Key tasks and responsibilities of the Blue Futures Pathways Digital & Content Coordinator include:

- **Designing, developing and maintaining the digital Port (20%)**
 - Collaborate with SOI team members on the design and development of the Port;
 - Coordinate with sub-contractors on maintaining the back and front ends of the Port;
 - Ensure the Port and SOI brand is visible and maintained;
 - Ensure the Port and its contents remain engaging, up-to-date and fully accessible.

- **Maintaining, adapting and creating digital content (35%)**
 - Maintain digital education, employability and training content;
 - Collaborate in designing new digital education, employability and training content;
 - Collaborate with sub-contractors to ensure a viable map of relevant opportunities;
 - Research new and maintain existing tools /apps to ensure a smooth user experience;
 - Monitor and grow traffic to the Port using existing and new tools / social media channels.

- **Liaising with external audiences (40%)**
 - Interact daily with external audiences, particularly youth and employers, regarding user-interface and problem-solving;
 - Monitor closely and provide regular reports on Port-user metrics including reach and impressions.
 - Collaborate and provide content to the Communications team for broader SOI audiences.

- **Overall (5%):**
 - Overseeing day-to-day tasks and deliverables in coordination with other SOI staff;
 - Contribute to a collaborative and positive work environment by participating in internal SOI Foundation activities, representing SOI Foundation at external events and conferences when applicable (potentially outside of typical working hours), attending all-staff meetings, and assisting with other duties as assigned.

Natural Heritage Campus | 1740 Pink Road | Gatineau, Quebec, Canada J9J 3N7

t 819-827-3300 | tf 1-866-336-6423 | f 819-827-9951

www.studentsonice.com