



QUEBEC OUTREACH COORDINATOR (Short-term Contract)

The Loran Scholars Foundation is looking for a temporary, dynamic, bilingual Québec Outreach Coordinator to raise awareness of the Loran Award by creating new, and building on existing relationships within the Francophone educational, student and youth advocacy communities, thereby ultimately increasing the number of quality applicants from Québec during the 2025-2026 application cycle.

**This is primarily a home-based, remote position, with the possibility of some travel in Québec.

Primary objectives of this role:

- Raise awareness of the Loran Award in Québec in target groups.
- Expand and strengthen Loran's network by forging new relationships and building existing ones.
- Increase the quantity and quality of Loran Award applicants from Québec.

Responsibilities:

This position will report to the Manager, Selections, with some direction from the Manager, Community Engagement and Communications. The Québec Outreach Coordinator will:

- Participate in selections and comms team meetings via video conferencing, as appropriate.
- Conduct outreach research and activities with the goal of increasing Loran's visibility and therefore the number of applications from Québec.
- Employ innovative strategies to engage and connect with students across Québec to increase awareness of the Loran Scholars Foundation and the Loran Award, including leveraging Québec-specific communication channels, such as Omnivox or student portals.
- Identify Cégeps and regions that have had a low number of applicants and increase targeted outreach to these areas, while reaffirming the relationships with Cégeps in regions that have historically had high numbers of applicants.
- Establish and continue building relationships with high schools (public and private) and Cégeps, student associations, Student Success Offices, la Fédération des Cégeps, and additional youth-serving organizations across Québec, including community centres, friendship centres, and ethnocultural organizations by using a targeted, systematic approach.
- Develop new or confirm existing contacts for each of the groups mentioned above, to create a master list of current contacts.
- Act as the liaison, looping in the Loran team with all contacts, to facilitate long-term relationships when there is no outreach coordinator.
- Complete at least two primary touchpoints – phone calls and follow-up informational emails – for each contact in all audiences to build relationships.
- Where capacity allows or relationship building requires, follow up with a third touchpoint to coordinate and deliver virtual and in-person presentations to school representatives, students, and youth/community-serving/facing organizations as needed.
- Find additional bespoke presentation opportunities, such as career fairs or leadership conferences to reach all audiences.
- Document all methods and points of contact, including outcomes, to establish most successful and effective communication channels and language.

- Ensure early awareness of the fall Loran Award webinar series (for educators and potential applicants) by mentioning this and other relevant information about the selections cycle in outreach conversations.
- Bolster Loran's presence on Québec-targeted, student-facing social media by working closely with Loran's comms team.
- Monitor engagement by tracking social media metrics (increase in number of Québec-based followers and likes, etc.) to establish the most successful and effective communication channels of communication and language.
- Identify success stories of Quebec Scholars and alumni, as well as assist the comms team to coordinate and write testimonials and updates on program activities relatable to Québec audience.
- Draft and send pitches in conjunction with the comms team for print and digital media outlets in Québec to raise awareness of the Loran Award opportunity.
- Engage appropriate Loran alumni to support outreach initiatives.
- Disseminate information to Québec-based Cégeps or high schools, youth organizations, student councils, etc. according to Loran's 2025-2026 Selections Cycle outreach strategy.
- Write a final report summarizing and contextualizing strategy, tactics, and results to ensure accurate record management for the Loran database and future outreach efforts.
- Support the Selections and Programs team with administrative tasks, as assigned.
- Ad-hoc translation support for all Loran teams.

Qualifications:

- Bilingualism: the Québec Outreach Coordinator must be able to effectively communicate in French and English, both in written and oral form.
- Preference will be given to those who have attended a Cégep or are intimately familiar with the Québec educational landscape.
- Experience making cold calls to successfully engage contacts.
- Experience giving presentations and ability to tailor the tone and content to various audiences.
- Occasional evening and weekend availability as required.
- Must have access to a reliable computer, internet, and phone.
- Able to work independently and manage time and priorities.

Compensation: \$22/hr plus \$25/month toward phone

Hours/Dates: The start date for this position is mid to late March 2025. The hours per week is flexible, ranging from 21 hours per week for 14 weeks, to 14 hours a week over 20 weeks.

Please submit a cover letter and resume, combined in one word or PDF file, to Lily Manea, Loran's Director of Operations, at lily.manea@loranscholar.ca.

The Loran Scholars Foundation is committed to diversity and inclusion in the workplace and welcomes applications from all qualified candidates. If you require accommodation in the interview process, please communicate that when contacted.