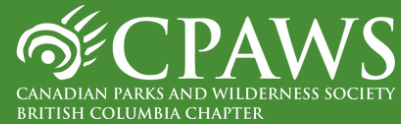


WE'RE HIRING!

COMMUNICATIONS COORDINATOR



241 - 312 Main Street
Vancouver, BC
V6A 2T2
(604) 685-7445
info@cpawsbc.org
www.cpawsbc.org

Position Overview

The Communications Coordinator supports the conservation and development teams at the Canadian Parks and Wilderness Society - British Columbia by creating compelling social media, website and print content that promotes the organization's mission of advancing the protection and conservation of parks and wilderness areas in British Columbia.

This position is contingent on Digital Skills for Youth ECO Canada funding for post-secondary graduates ages 15-30 (https://eco.smapply.ca/prog/dsy_participant_program/).

Responsibilities & Duties

COMMUNICATIONS

- Creates compelling content for various social media channels, websites and more
- Supports the organization's brand messaging, visual identity, and ensures consistency across all communication platforms
- Manages social media profiles, engages with followers, and fosters community engagement
- The Communications Coordinator may be asked to assist with website design and maintenance
- Assist with monitoring and evaluating the effectiveness of communication efforts using metrics and feedback, and continuously improving strategies and tactics.

SUPPORTER ENGAGEMENT

- Utilizes digital marketing channels, including social media, email marketing, and website optimization, to expand CPAWS-BC's reach and engage with diverse audiences, and foster inclusive conversations about environmental conservation.

STAY UPDATED AND ENGAGED

- Stay updated on environmental issues, conservation practices, relevant policies, and JEDI principles to effectively communicate CPAWS-BC's goals and initiatives.
- Engage in continuous learning and self-reflection to ensure a culturally responsive and inclusive approach to communication strategies.

Knowledge, Skills & Abilities

KNOWLEDGE & EXPERIENCE

- Required: Experience or training in graphic design and video editing, social media content
- Required: Experience or training in developing and implementing successful graphic design and video editing, and social media strategies
- Asset: Experience and/or training in Wordpress and coding
- Asset: Illustration experience and/or training
- Asset: Experience with First Nations culture, practices and language
- Asset: Experience with Canva & Adobe suite

SKILLS & ABILITIES

- Strong organizational skills
- Ability to thrive in a fast-paced, deadline-driven environment
- Adaptive and responsive to changes
- Ability to juggle multiple priorities
- Attention to detail
- Ability to receive and implement feedback

EDUCATION

- Completion of post-secondary education, preferably in Graphic Design or a related field.
- CPAWS-BC values the contributions of individuals with diverse educational backgrounds and experiences. We are committed to fostering an inclusive and equitable workplace that reflects the richness of perspectives needed to address the complexities of the nature and climate crises.

Position Details

Position type: Full-time, May 1 - December 31 (dependent on funding)

Location: This position normally works in a remote environment (must be based in BC) Monday to Friday, between the hours of 9:00 am to 5:00 pm

Work hours: CPAWS-BC is piloting a 4-day/32-hour work week. Daily work hours are flexible, provided they overlap with the core work hours of 9am-3pm Monday through Thursday.

Compensation: \$24/hr for 37.5 hours per week

Posting date: April 4, 2024

Closing deadline for applications: April 16, 2024

Start date: Early May

ABOUT CPAWS-BC



The Canadian Parks and Wilderness Society – British Columbia (CPAWS-BC) is part of one of Canada’s oldest non-profit conservation groups. We have been defending lands and waters in BC since 1978 and are dedicated to keeping BC’s natural environment thriving forever. Nature is BC’s best hope.

CPAWS-BC works on the unceded territories of Indigenous Peoples. We recognize that all people have the right to a healthy environment. Identity, culture, and survival are often deeply rooted in people’s connection to the land and ocean. However, not all people have equal access to and decision-making powers over the use of land and ocean. As a conservation organization, we have the responsibility to uphold the values of justice, equity, diversity, and inclusion of marginalized voices and perspectives.

We are a small, dedicated team working hard to protect land and waters in every corner of BC and deep into the ocean. Join us and help safeguard homes for grizzly bears, huge colonies of seabirds, threatened grasslands, endangered orca habitats, and vital stretches of boreal forest, keeping British Columbia wild forever.

Our office is located on the shared, unceded, ancestral territories of the xʷməθkʷəy̍əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

WHY WORK WITH US:

- Join a team that works a 4 day work week
- Generous vacation and paid time off benefits
- Flexible personal days to support health and well-being
- Competitive extended health, vision and dental benefits package, including, life insurance and long-term disability



APPLICATION PROCESS



To apply, please make sure you meet the funding requirements by visiting https://eco.smapply.ca/prog/dsy_participant_program/. If you do, please submit one combined PDF document that includes a one-page cover letter and your resume to [hiring@cpawsbc.org](mailto: hiring@cpawsbc.org) with the subject line: Communications Coordinator

We encourage you to use your cover letter to tell us how your background and experience align with this role and share any information about yourself that you think is important for your application. You will receive an auto-response informing you that your application has been received.

CPAWS-BC is committed to expanding a diverse, equitable, and inclusive conservation movement. We are invested in creating an organization representative of a wide variety of backgrounds, identities, languages, cultural ways of knowing, and life experiences and welcome applications from Indigenous, Black, and racialized people, and those who face systemic barriers to employment.

We know research shows that society has conditioned communities of colour, trans and gender non-conforming people, immigrants, people with disabilities, and other marginalized candidates to more frequently not apply to a job because they don't feel that they meet all the qualifications listed even if they are qualified. If you meet some of the requirements and you are passionate about our mission, we encourage you to apply and look forward to learning more about you.

OUR COMMITMENT TO DECOLONIZATION

CPAWS-BC works on the stolen lands and waters of Indigenous Peoples. Indigenous Peoples have stewarded their territories since time immemorial and continue to do so today.

The conservation movement in Canada was founded on white supremacy and actively sought to erase Indigenous Peoples. One way was the forcible removal of Indigenous Peoples from their lands and waters, and the attempted severing from their culture. The whiteness of conservation remains in both leadership and values, which continues to perpetuate systemic oppression and erasure of Indigenous Peoples. But Indigenous Peoples have resisted and endured. As a conservation organization, we have a responsibility to decolonize our work and to ensure that we are supporting Indigenous stewardship, resilience, and resurgence.

We, the staff and Board at CPAWS-BC, recognize that decolonization is an ongoing process that requires all of us to be actively involved and responsible. CPAWS-BC is committed to justice, equity, diversity, and inclusion within every aspect of our work to protect lands, inland waters, and ocean. We commit to be more inclusive, respectful, and honour Indigenous Peoples in all aspects of our work.