



Job Posting

Communications Specialist

1-year contract, full time

Open to less than full time with right person/situation

November 2018 – November 2019

Organization

Founded in 1939, Nature Canada's mission is to protect and conserve nature in Canada by engaging people and advocating on behalf of nature. Our focus is to facilitate voices for nature on national issues including wilderness protection, threatened species and connecting people to nature.

Job Summary

Based out of our Ottawa office, the Communications Specialist works particularly on the earned media dimension of Nature Canada's overall communications efforts, securing stories on TV, radio, print, and digital media outlets. The organization is placing a priority on protected areas work during this time, with earned media at the national and regional levels a part of that strategy. There are also other programs like environmental laws and endangered species work where earned media is beneficial to good outcomes. The Communications Specialist will work with a team that includes others working on social media and fundraising. You will help tell nature stories to the wider world so that we can conserve more of the natural world.

Job Description and Duties

- At the strategic level, help the organization design earned media-genic programming, including participation in strategy meetings and input into program plans and fundraising proposals;
- At the programmatic level, work with the communications team to help design monthly communications plans;
- Work with project staff to identify and develop earned media opportunities for their work, particularly around protected areas, but also around other organizational priorities;
- Develop and maintain relationships with relevant journalists and stay abreast of trends and interests in the media landscape as they relate to Nature Canada;
- Help build and maintain an up-to-date media list relevant to the organization;
- Write media backgrounders and press releases in partnership with program staff;
- Conduct pitch calls at key moments and participate in media events as needed;
- Support the development of staff in relation to main stream media;

- Work with communications team to integrate earned media moments and materials into social media and fundraising channels;
- Work with NGO and non-NGO allies as appropriate to help them earn local media on issues related to Nature Canada priorities;
- Related duties as required.

Management structure

The Communications Specialist reports to the Director of Development and Communications and works closely with the communications team. Nature Canada is a collaborative organization, so the Communications Specialist will work closely with program staff and the Executive Director. This position is based out of our Ottawa office.

Summary of Qualification and Experience

The successful candidate will have:

- At least 10 years of experience working with earned media outlets, whether working for those outlets themselves, or else working to successfully secure earned media stories on behalf of an outside entity;
- A solid sense of what does and doesn't make a good story for earned media, and the ability to shape programs towards the former;
- Strong written and verbal communications skills;
- A good knowledge of the media landscape, and ideally some relationships with relevant journalists;
- A desire to advance a conservation agenda;
- A willingness to work non-conventional hours if needed to serve media deadlines;
- A working knowledge of social media and how earned media fits in;
- A team ethic;
- Fluency in English and functionality in French.

Salary

The salary for this position is \$60,000/year based on full time hours, with a benefits package that kicks in after a 3-month probation period.

To Apply

To apply for this position, please send CV and a one-page cover letter describing why you are suitable to info@naturecanada.ca with "Communications Specialist application" in the subject line.

Deadline: end of day, October 15, 2018.

No calls please. We thank all candidates for their interest, but we will only contact those selected for an interview.