



Job Posting

Communications Director

The Opportunity

This is more than a job. Nature Canada has always been about the love of nature, but we are at a moment in history when science is clearly telling us that we are undermining the conditions of life on Earth. We aim to be a part of reversing that trend and need a Communications Director who is able to both convey clearly the crisis while helping to build the collective agency to fix it. We know that's not easy and are looking for a candidate who will bring all their creativity and passion to the challenge. To be clear, this is at heart a campaigning role, and in the current context, that means mostly in the digital realm.

Organization

Nature Canada connects the dots between local action and systemic change. A charitable organization, for more than 80 years, we have been Canada's voice for nature. We work to ensure that solving the biodiversity crisis is a government priority. We advocate on behalf of other species for habitat protection and good policy. We facilitate mobilization among our extensive network of partners and individual nature-lovers to achieve our shared goals and generate the political will for needed transformation.

Job Summary

This position is right for you if:

- you have an ability to think big picture and be creative on all channels
- you are a campaigner at heart who wants to make change
- you are an excellent project manager
- you have strong opinions on best practices but also know how to compromise and collaborate in a team-based environment
- you still believe in the value of traditional media while seeing the immense potential of digital media
- your initial response to new ideas is 'let's try it!'

We are looking for a strategic mind who can really steer all aspects of Nature Canada's communications and digital engagement work. We have big ambitions and need someone with the energy and creativity to help reach our goals. The ideal person for us is someone who is strategic and proactive in thinking about how to reach a wide variety of Canadians including non-traditional and diverse audiences.

Description of Duties

- Steward the overall tone of Nature Canada’s communications work, the look and feel of who we are
- Deliver an annual strategic communications plan for the organization
- Manage a team of communications staff to translate the strategy into action
- Oversee a substantial budget for digital engagement, including continuing to grow and engage Nature Canada’s digital list through petition work and stewarding supporters through a pyramid of engagement
- Work with program staff to maximize communications opportunities and achieve our campaign goals
- Work with development staff to Integrate fundraising goals and best practices
- Build relationships with journalists and ensure Nature Canada’s work is represented in earned media
- Be a leader in our coalition efforts to engage decision-makers

The position is based in Ottawa and reports to the Deputy Executive Director.

Summary of Qualification and Experience

When assessing your application, we will look for:

- Relevant higher education and/or experience, at least 10 years
- Demonstrated ability to think *strategically* about communications – how it advances the goals of an organization;
- Demonstrated skills in growing reach and delivering results through digital engagement, including petition work, social media, and stewarding supporters over time;
- Direct experience with earned media, either pitching and securing stories or else working in media itself;
- A strong, clear writing style;
- Strong interest in nature/environmental issues;
- Fluency in English. French an asset.

Salary

The salary range for this position is \$70,000-85,000/year, depending on experience, with a benefits package that kicks in after a 3-month probation period.

To Apply

To apply for this position, please send a resume and a cover letter describing your motivations for applying and why you are suitable for this job to info@naturecanada.ca with “Communications Director job application” in the subject line.

Deadline October 4th

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

We encourage applications from members of equity-seeking groups. Nature Canada is committed to a workplace free from discrimination, harassment and intimidation where everyone can participate safely, freely and confidently.