



Job Posting

Web and Communications Officer

The Opportunity

Digital and web-based communications channels are the backbone of how Nature Canada is engaging all manner of Canadians. 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 Web and Communications Officer to help us successfully convey the crisis. We are looking for a developer and technician who is also interested in participating in results-oriented strategy discussions.

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 are a technical person who can build pages and emails quickly and accurately
- you love discussions about social media strategy
- you have strong opinions on best practices but also know how to compromise and collaborate in a team-based environment

We are looking for someone who can do the technical work of our communications efforts, including all of that fiddly work that goes into building the perfect email blast or donation page. The ideal person for us has web and social skills and can also make recommendations as to have to improve our reach based on a read of our analytics. We need someone with energy and creativity to help reach our goals.

Description of Duties

- Manage Google Ads and Google Analytics
- Create, Place and Manage Facebook Ads
- Manage our online supporter data
- Build and maintain website pages, advocacy pages, donation pages
- Build emails including segmentation, marketing automations

- Report back on results from all of the above - help us understand and improve how our supporters are engaging with our digital presence

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

Summary of Qualification and Experience

When assessing your application, we will look for:

- Relevant education and/or experience pertaining to all of the above duties
- Experience with a CRM, particularly Engaging Networks
- Experience with frontend web development, particularly WordPress
- Experience in HTML and CSS coding
- Skills in growing reach and delivering results through digital engagement
- Strong interest in nature/environmental issues
- Writing ability is an asset
- Fluency in English. French an asset

Salary

The salary range for this position is \$45,000-60,000/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 “Web and Communications Officer job application” in the subject line.

Deadline October 15, 2020

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.