



Engagement Writer

Full time | Permanent

Location: Ottawa, ON - (Hybrid)

The Opportunity:

When trying to save the world, you have to be able to tell a good story. Stories catch people's attention, engage them, and ultimately help them absorb the message and, we hope, take action. 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 an Engagement Writer to help us successfully convey the crisis. We are looking for a candidate who will bring all their creativity and passion to the challenge.

The Engagement Writer takes the lead in crafting Nature Canada's campaign materials, drawing from multiple sources including internal experts and partners. The day to day will be varied - you could be writing for the website, copy for an email, a press release, or summarizing a report. You will also play a critical role in devising strategies for getting these stories out to as many people as possible. This includes thinking outside of the box, reaching out to diverse audiences and grabbing the attention of new supporters.

Organization:

Nature Canada connects the dots between local action and systemic change. 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 a passion for sharing stories that connect people to Nature
- You have diverse writing skills for website, email, social media, press releases, and more
- You can create engaging content for diverse audiences

Description of Duties:

- Drafting and editing multiple products including:



- Emails
- Web content
- Press releases
- Op/Eds
- Social Media content
- Newsletter
- Government Relations materials
- Video scripts
- Develop and maintain supporting communications materials such as key message documents, templates and other corporate assets
- Support in the translation of key materials into French using an external service provider
- Coordinate volunteer content management
- Provide quality assurance on content for spelling, formatting, SEO and links

Summary of Qualifications and Experience:

When assessing your application, we will look for:

- Proven track record of creative storytelling, engaging audiences through different channels—including website, social media, print
- Excellent written communication skills and knowledge on how to converse, write and edit for digital platforms
- In depth knowledge of how to develop, share, and collect data insights for content development on social networks, including but not limited to Facebook, Twitter, Instagram, YouTube and LinkedIn

It's a bonus if you also have any of these qualifications:

- Post-Secondary Degree in related field or relevant lived experience
- Experience managing paid social campaigns
- Experience of SEO best practices, google analytics, Adobe Creative Cloud and Sprout Social
- Experience in online community management
- Working knowledge of HTML/CSS
- Working knowledge of email marketing platforms
- French and/or experience managing translation services

We know you won't check all of these boxes - but please apply and highlight the ones you have!

Additional Information:



This position is based out of Nature Canada's head office in Ottawa. We are currently functioning as a hybrid workplace requiring in-office and remote work.

Salary:

The salary range for this position is \$55,000- \$59,000/year, depending on experience.

To Apply:

To apply for this position, please send a resume highlighting your relevant skills and a one-page cover letter describing why you want this job to info@naturecanada.ca with "Engagement Writer" in the subject line.

Deadline for applications: January 16

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.