



Social Media and Creative Officer

Full time | Ottawa (hybrid)

THE OPPORTUNITY

Strong digital and web-based communications are the backbone of how Nature Canada is engaging nature-lovers across Canada. 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 communicator who understands the importance of social media to help us successfully convey the crisis. We are looking for a digital campaigner who can plan and execute cutting-edge campaigns and contribute their expertise to results-oriented strategy discussions. Our goal is to empower nature-lovers across Canada to take action for the wildlife and wild spaces they value.

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 social media and engagement marketing
- you love to experiment with new tools, approaches, and messaging



- you've got experience with paid social media campaigns and know how to optimize and target campaigns to meet campaign objectives
- you have a good eye for graphic design and video production and know how to craft engaging content

We are looking for someone to choreograph our entire social media presence. This person will take great concepts and carry them through to execution and reporting with the support of a great campaign team as well as writers and digital marketing colleagues. The ideal person will be comfortable enough with graphic design and video production to do the easy stuff in-house and work with vendors when content development gets more involved.

DESCRIPTION OF DUTIES

- Develop and drive strategic social media campaigns and organic content that advances Nature Canada's goals from start to finish;
- Enhance and expand Nature Canada's presence across social media channels;
- Design and implement paid digital promotion strategies (social media, search engine, traditional media, etc.) to advance Nature Canada's campaign priorities;
- Monitor and document analytics with intent to improve performance, reach and return on investment;
- Monitor emerging trends, best practices and technologies in the digital space and apply that knowledge into planning
- Bring social media and creative expertise to the development of the organization's public face – helping to ensure consistent execution across all key digital channels including web, social media, online community, content and email marketing;
- Grow and engage Nature Canada's digital supporter base;



- Lead in the development of creative assets for the organization including digital, web, print, and video assets.
- Organize corporate assets such as logos and photo libraries and ensure these resources are easily accessible and up-to-date
- Manage and optimize Nature Canada's Google Ads account
- Work with vendors to develop high-quality assets to support Nature Canada's programming and campaigns

The position is based in Ottawa. This position joins a team of development professionals, reporting to the Director of Development.

SUMMARY OF QUALIFICATIONS AND EXPERIENCE

When assessing your application, we will look for:

- Relevant education and/or experience pertaining to all of the above duties
- Experience with social media scheduling and analytic applications
- Demonstrated success in executing paid social campaigns
- Experience in graphic and video content creation
- Demonstrated knowledge of social media expertise
- Knowledge of digital marketing and advocacy campaigning
- Strong interest in nature/environmental issues
- Fluency in English. French an asset

SALARY

The salary range for this position is \$50,000 - \$64,000/year, depending on experience with a competitive benefits package.



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 “Social Media and Creative Officer job application” in the subject line.

Deadline for applications: May 27, 2022.

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.