



WILDLIFE HABITAT CANADA

Job Type: Up to 12 months, part-time, contract (approximately 22 hours/week)

Position Title: Outreach and Communications Coordinator

Salary: Commensurate with qualifications and experience
(Range \$22.00-25.00/hr)

Location of Work: 247 – 2039 Robertson Road
Ottawa, ON K2H 8R2

Geographic Location: Eastern Ontario (Ottawa)

Job Description: Wildlife Habitat Canada (WHC) is a national, non-profit, charitable conservation organization that works to conserve, restore and enhance wildlife habitat in Canada by funding habitat conservation projects, providing conservation leadership and promoting the benefits and contributions of waterfowl hunting.

WHC's mission is to conserve wildlife habitat primarily by wisely investing Canadian Wildlife Habitat Conservation Stamp funds contributed by waterfowl hunters.

Reporting to the Executive Director, this position is responsible for the development and implementation of communications and marketing activities in both official languages.

Planning

- Contributes to the development of the overall communications strategy aimed at enhancing the visibility of Wildlife Habitat Canada's work, and the Stamp and Print Program.
- Works closely with the Board of Directors and Staff to provide expertise, services and advice in the development and implementation of communications and marketing plans that are customized to the particular needs of the organization, its programs and the identified target audiences.
- Leads the planning and implementation of communications activities.
- Strategically uses marketing and communication tools to help develop and grow the programs and services offered by Wildlife Habitat Canada.





Development of Communication Materials

- Researches, writes, edits and produces communications material in various formats.
- Ensures proper communications material is prepared in a timely manner (e.g. brochures, news releases, advertisements, infographics, information for new waterfowl hunters, etc.).
- Coordinates the production of promotional materials, as required.

Partnerships

- Assists in the development of partnerships with government, other NGO's, and private industry.
- Promote the conservation contributions of waterfowl hunters and encourage waterfowl hunting participation.

Online Presence

- Update and maintain the Wildlife Habitat Canada website.
- Monitor and update Wildlife Habitat Canada's Facebook, Twitter and LinkedIn social media pages.
- Develop new, engaging content for the Wildlife Habitat Canada website and social media pages.

Other

- Ensures a communications perspective is brought to all aspects of program work to identify and take advantage of opportunities to promote and raise awareness with various audiences.
- Promotes the Wildlife Habitat Canada / Canadian Wildlife Habitat Conservation Stamp brand and increases visibility.
- Other tasks, as assigned.

Qualifications:

- Post-secondary education (university or community college) in Communications, Journalism or a combination of education and relevant experience;
- Bilingualism – English/French fluency, written and oral is required;
- Demonstrated experience developing and implementing communications plans;
- Experience in planning, implementing and monitoring multimedia communications;
- Previous experience working for a not-for-profit or conservation organization is considered an asset;
- Ability to understand specific audiences and tailor communications strategies to their needs;
- Creative, organized, results-oriented and self-motivated;





- Ability to work independently and collaboratively;
- Excellent communication and writing skills, with a keen sense for detail;
- Ability to manage competing and changing demands and priorities;
- Experience maintaining websites and social media pages;
- Proficiency in Microsoft Office, graphic design software, web applications (i.e. WordPress or similar) and social media platforms.

To Apply:

To be considered for this position, please submit the following (in MSWord or PDF only) to jthompson@whc.org no later than **February 13, 2017**:

- ❖ a cover letter outlining how your skills, knowledge and experience make you a good candidate for this position;
- ❖ resume (MSWord or PDF only);
- ❖ samples of communications materials that you have created.

We thank everyone who applies for their interest; however, only candidates selected for an interview will be contacted.

