



Marketing Coordinator Job Duties

Start Date: May 6, 2024 Period: Minimum 16-week contract

Hourly wage: \$20.00/hr Work Week: 35 hours/week

Tasks and Responsibilities

Coordinates the digital marketing for the annual online photo contest, preparing the digital social media promotions, digital online email promotions, outreach to photo clubs and nature groups, assist with the volunteer recruitment, on-boarding and coordinating volunteer schedules. The candidate will also assist with the day to day processing of incoming telephone calls, email and mail correspondence from our members, donors and general photo contest inquiries. The candidate will also be tasked with research, outreach and recruitment of youth from diverse backgrounds to participate in our Women for Nature mentorships; and research and outreach to professional women to recruit as mentors for our Women for Nature Mentorship gender-equity based program. They will assist with communications around young nature leaders. They will also research and compile digital resources and research and recruit speakers for our gender-equity based leadership capacity webinars to strengthen the capacity and diversity of young women working in the conservation sector.

Title of Supervisor

Director of Development

What skills will the participant develop during this placement?

Client service – Assist in donor communications and outreach including phone calls, zoom meetings and email. Also support young nature leader grant recipients to assist with press releases, interviews, webinars, outreach and check-ins.

Teamwork – Collaborate frequently with development team and participate in weekly staff zoom meetings. Support 60 plus members involved with the Women for Nature grants and/or mentorships.

Communication – Build resume and gain experience working at a national environmental non-profit, learning transferable skills in marketing, development and communications including outreach to members by phone or email, social media, graphic design, content writing and editing communication documents. Also includes e-coordination for meeting organizing – scheduling experts, women for nature members for webinars and resources.

Digital skills – Microsoft Office skill development to maintain and updating documents/spreadsheets and files as well as Google drive. Use data management software like Raiser Edge, Engaging Networks, online tools including Slack and search engines. Develop further skills in editing documents and email communication to Nature Canada members and supporters. Also involved with project coordination of photo contest and organizing women for nature grants and mentorship communications.

Leadership – Employee will be self-motivated and allowed autonomy to take the initiative on making decisions to improve outreach and timeliness of donor communications, nature photo contest project,

and around the women for nature grants and mentorships. They will be encouraged to learn new skills through a wide range of tasks and issues.

Other – Employee will build knowledge on conservation practices and programming at a national non-profit organization. Employee will be able to learn much regarding conservation and leadership issues via editing documents, hearing discussions and organizing webinars with experts for the mentorships. Further development of self-initiative through autonomy and task prioritization.

Field of Studies

Environmental and Natural Resources, Political Science, Public Administration, Marketing, Communications, Development.

Describe how your job will support opportunities offered by organizations that focus on protecting and conserving the environment.

This position would support Nature Canada's mission of protecting and conserving the environment, highlight the importance of building strong relationships with donors and supporters. It will support the women for nature grants and mentorships, which focuses on advancing young women as leaders in conservation and environmental sector in Canada. The employee would be involved in communicating to members and supporters about taking personal action to protect nature and the environment. They will also assist with strengthening the leadership capacity of emerging women leaders in the sector through their work on the Women for Nature mentorships and grants.

This position may be funded by the Government of Canada's Student Work Placement Program (SWPP). The program provides funding to hire students for the purposes of experiential learning and is administered by Employment and Social Development Canada through partner organizations.

Candidates must meet the eligibility requirements:

- *A Canadian Citizen, permanent resident or a protected person defined by the Immigration and Refugee Protection Act*
- *Registered as a full-time student in a post-secondary institution program*
- *Not an international student requiring (or on) a work permit or*
- *Not an immediate family member of the employer*