



Ecology North – Communications Officer

Application Deadline: February 1st, 2018

Job Posting:

Ecology North (EN) is looking to expand, we want to improve our communication functions, expand membership, and increase our donors. We need someone with excellent communications skills and knowledge, graphic design skills and fundraising know how. This position will work closely with all of the Ecology North team to improve our consistency of message, branding, and develop a strong communication plan for the organization. The successful candidate will also be tasked with increasing membership to the organization, expanding donations, and coordinating volunteers.

This will be a challenging, but fulfilling position with lots of opportunities to learn and grow skills. We are looking for an individual who is keen to build on their experience, use their creativity and take Ecology North up a notch in terms of our public image and professionalism.

This position will be based in Yellowknife, NWT, and will be a full-time position that will report to the Executive Director of Ecology North. We are looking for someone who has strong analytical and writing skills, are creative, people person, organized and able to multi-task. A passion for the environment is critical to this job, it will be a challenging but rewarding position.

If this sounds like it could be for you, continue to read the rest of this job description and send us your resume!

The Organization:

Ecology North is a charitable, non-profit organization that was formed in 1971 to support sound environmental decision-making on an individual, community and regional level. Ecology North has grown from a volunteer driven organization to one that includes ten staff members with two offices – one in Yellowknife and one in Hay River. Ecology North's mission is to bring people and knowledge together for a healthy northern environment.

Ecology North staff are highly effective independent workers who also support one another as a team. We have five main project streams: water stewardship, climate change mitigation and adaptation, waste reduction, local food sustainability and environmental education.

We have been expanding in recent years to the point where we now need to focus on our messaging, and outward communications. We'd also like to increase our membership and



donation stream, and need a clear plan and actions to do that. Finally, we have always struggled with incorporating volunteers into our work, and we need someone to help us improve how we engage the many volunteers Ecology North has.

Potential Work Duties:

The successful applicant will wear several hats. Roughly 55% of the position's time will be working on improving and maintaining communications for the organization and specific projects. 15% will be nurturing membership and 15% fundraising, and 15% volunteer coordination. When time permits there may be opportunities for other EN project work, or general admin duties.

Communications

- Develop a communications plan for Ecology North
- Develop a branding package for Ecology North
- Manage our e-news feed, and social media
- Update and coordinate EN website
- Work with project leaders to coordinate individual project communications
- Use graphic design skills to develop communications materials for different projects.
- This position will be constantly evolving as the project comes to fruition. Adaptability and ability to learn on the fly will be important.

Membership Coordination

- Ecology North will be carrying out a membership drive in 2018, with a goal to increase memberships in Yellowknife and throughout the NWT.
- Plan and coordinate a membership recruitment drive.
- Maintain the membership database, communications and coordination of membership.
- There is a small membership committee that will help with this project.
- This project will work closely with the Executive Director with administrative support.

Donations

- This position will develop and coordinate a fundraising plan for Ecology North.
- Develop messaging and communications outreach to improve our visibility, identify needs and communicate our successes to members and the public at large
- Identify and broaden our reach and fundraising success outside of our base and geography (we welcome creativity here).
- Work on project related donations drives
- Participate and engage in our environmental advocacy roles when needed.

Volunteer Coordination

- Coordinating volunteer engagement and support.
- Maintaining volunteer database, communicating with potential volunteers and helping to understand and bring volunteers considerable skills and energy to the appropriate areas within Ecology North.
- Working with project managers, committees and the EN board to identify areas volunteers could be useful to the organization.

Qualifications Required:

Education:

A university degree or college certification in Environmental Studies, English, or Communications or other related program would be considered an asset.

Skills and Experience Required:

- Communications experience and knowledge.
- Creativity and artistic skills and knowledge.
- Skills and knowledge of graphic design and In-design
- Excellent writing skills.
- Strong demonstrated organization skills.
- Experience and skills in fundraising.
- Experience using social media to engage the public.
- Excellent oral communication skills.
- Analytical skills, experience with databases, excel, word and google docs.
- A strong understanding of Yellowknife and NWT context.
- A successful track record of planning, organizing, carrying out and evaluating public workshops and events.
- A valid drivers license is an asset but not required.

Aptitudes:

- Interest in learning more about the environment is crucial to this position. You are not required or expected to know everything about everything, but you must be open and excited about learning, and passionate about protecting the environment.
- Enjoy working and communicating with a wide variety of people.
- Be a self-starter, work independently, but also as a team member.
- Be able to work occasional evening and weekend hours with notice.
- Must be willing to conduct general office administration as required.



Performance Criteria:

- Development of a strong plans for communication, donations, membership and volunteer coordination.
- Improvements to the Ecology North brand, and communication materials
- Uptick in social media metrics and website traffic.
- Ability to effectively support the EN team with communications and graphic design support
- Building strong working relationships with other NGO's, City of Yellowknife, other funders, staff, board and committees;
- Excellent written work and ability to summarize and communicate clearly Ecology North work to a broad and growing audience;
- Expansion of memberships numbers
- Expansion of volunteer numbers and time, and public engagement in the organization
- Increase in donations to Ecology North.
- Consistently meeting and exceeding requirements of the position;
- Respecting deadlines and budgets; and
- Successfully carrying out the prime functions of the job description.

Term of Employment:

This position will be a full-time contract for 6 months with anticipated extension, depending on the successful generation of additional funding sources. Salary range will be based on experience, but will be competitive. Health benefits and leave allocations are included as specified in the Ecology North personnel policy.

Anticipated Start Date:

- February 19th, 2018, or as soon thereafter as possible.

The position is based in Yellowknife, Northwest Territories.

At the final stage of screening, after interviews but prior to signing a contract, all potential candidate(s) will be required to produce a criminal records check to ensure that no prior conviction may present an impediment to working with vulnerable people. Staff are required to submit an updated criminal records check annually.



Reporting:

This position reports to the Executive Director of Ecology North.

Application Process:

Please submit your cover letter and resume ***no later than midnight, MST on February 1st, 2018*** to:

Craig Scott, Executive Director, Ecology North
admin@ecologynorth.ca
867-873-6019
5016 50th Avenue, Box 1684, Station Main.
Yellowknife NT, X1A 2P3

The successful applicant will need to be available in Yellowknife, as soon as possible, please state your earliest possible availability in your cover letter. All questions related to this posting can be directed to Craig Scott by phone or e-mail.

To learn more about Ecology North, please visit www.ecologynorth.ca