



# Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

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# Job Board Posting



Careers.Indigenous.Link

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## Conservation Communications Manager

<b>Job ID</b>	<b>09-72-45-BA-B1-B1</b>	
<b>Web Address</b>	<a href="https://careers.indigenous.link/viewjob?jobname=09-72-45-BA-B1-B1">https://careers.indigenous.link/viewjob?jobname=09-72-45-BA-B1-B1</a>	
<b>Company</b>	Canadian Parks And Wilderness Society - Southern Alberta Chapter	
<b>Location</b>	Calgary, Alberta	
<b>Date Posted</b>	From: 2022-01-12	To: 2022-01-25
<b>Job</b>	Type: Full-time	Category: Miscellaneous
<b>Job Salary</b>	\$55,000 - \$60,000 per year 37.5 hours per week.	
<b>Languages</b>	English	

### Description

Do you have a passion for Alberta's wilderness and want to share this passion through creative, and effective communications with your community? The Southern Alberta Chapter of the Canadian Parks and Wilderness Society (CPAWS SAB) is seeking a skilled Conservation Communications Manager to join our team in Calgary, Alberta. This is a full-time position of 37.5 hours per week.

CPAWS Southern Alberta is a dynamic and successful conservation organization that works to protect parks and wilderness areas in the Southern Alberta region. We recognize that decolonization and social justice are the future of conservation and commit to a healthy, resilient, wild Alberta for all. If we want to protect Alberta's landscape, we need to see inclusive conservation efforts and commit to reducing barriers and amplifying diverse voices in conservation.

Effective visual and written communications are critical in connecting, educating, and engaging people in conservation issues and affecting on the ground change. The objective of this position is to strategically direct and implement all conservation communications about our work to help build a body of knowledgeable, empowered citizens and raise awareness, membership, and profile for our organization.

### Roles and Responsibilities

The Conservation Communications Manager will oversee all communication efforts at CPAWS SAB. They will have a strong understanding of CPAWS Southern Alberta's work and work closely with the Executive Director and CPAWS staff to create and deliver all communication materials and build strategic partnerships to better connect CPAWS Southern Alberta and bolster our reach and impact in the community. The Conservation Communications Manager will:

- Lead the development and regular review of the CPAWS Southern Alberta Communications Strategy in collaboration with chapter Directors and relevant team members.
- Ensure all communication efforts for CPAWS Southern Alberta are aligned with our strategic direction.
- Oversee the development, writing, editing, design, layout, production, and mailing & distribution of various communications and outreach projects, including the annual chapter newsletter, fund development materials, special reports etc.

- Develop and manage all media relations, produce media releases, public service announcements, and action alerts in collaboration with relevant staff members to promote current campaigns, initiatives, events, programs and services.
- Manage all CPAWS Southern Alberta websites and work collaboratively with staff and national office to regularly update the content and ensure that the website effectively highlights CPAWS' campaigns, educational programs, and services.
- Manage social media sites (Facebook, Twitter, Instagram, YouTube, etc.) and work to reach a broader audience.
- Track analytics and establish realistic targets for growth.
- Oversee marketing and branding initiatives, in collaboration with chapter teams.
- Lead relationship building across various internal and external stakeholders.
- Work collaboratively with Directors and teams to support community and stakeholder engagement, building support for CPAWS and generating awareness and engagement regarding conservation issues.
- Contribute to and implement CPAWS Southern Alberta's Diversity, Equity, and Inclusion strategy in all communications work.
- Support the Fund Development Strategy.
- Oversee the volunteer program.
- Manage outreach and boothing.
- Ensure coordination with national communications department.
- Chair internal communications team meetings and develop meeting agendas.
- Work with the Operations Director to ensure processes and best practices are achieved for internal communications across CPAWS SAB.
- Seek out and take initiative on any opportunities for growth.

### **Experience**

The successful candidate will be a self-starter with an understanding of conservation in Alberta, superior communications (visual, verbal, and written) skills who is highly organized, creative, able to multitask and meet deadlines. This person will be a strategic creative thinker and leader who is a quick learner, efficient at writing and graphic design, website and social media, familiar with Adobe InDesign or similar program and be able to learn InDesign, and able to professionally represent and promote our organization. They will have completed a post-secondary degree in communications, environmental science or a related field and or have a minimum of 2 years work experience in communications. Experience in a conservation related discipline or working in not-for-profit is an asset. Experience in conservation campaigning and fund development is an asset.

### **Credentials**

The ability to travel and provide own transportation is an asset for this position.

### **Education Requirements**

Post-secondary degree in communications, environmental science or a related field and/or have a minimum of 2 years work experience in communications.

### **Essential Skills**

The successful candidate will be a self-starter with an understanding of conservation in Alberta, superior communications (visual, verbal, and written) skills who is highly organized, creative, able to multitask and meet deadlines. This person will be a strategic creative thinker and leader who is a quick learner, efficient at writing and graphic design, website and social media, familiar with Adobe

InDesign or similar program and be able to learn InDesign, and able to professionally represent and promote our organization.

**Work Environment**

Work hours will be mutually agreed upon with possibility to work both in the office and at home, occasional evening and weekend work may be required. Preferably the successful candidate would live in or be willing to relocate to Calgary or area; however other locations in Southern Alberta would be considered.

**Additional Skills**

Experience in a conservation related discipline or working in not-for-profit is an asset. Experience in conservation campaigning and fund development is an asset.

**How to Apply**

Click "Apply Now" or

Please send a cover letter and resume to [infosab@cpaws.org](mailto:infosab@cpaws.org) by January 25th, 2022.