



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:

Toll Free Phone: (866) 225-9067

Toll Free Fax: (877) 825-7564

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/04/28

Digital Engagement Specialist

Job ID B8-30-85-FD-0C-A3

Web Address

<https://careers.indigenous.link/viewjob?jobname=B8-30-85-FD-0C-A3>

Company Sierra Club Of BC

Location British Columbia, British Columbia

Date Posted From: 2021-04-06 To: 2021-06-05

Job Type: Part-time Category: Creative Media and

Writers

Job Salary \$21.82-\$23.57

Languages English

Description

Sierra Club of British Columbia Foundation is a non-profit environmental organization whose mission is to support people stewarding abundant ecosystems and a stable climate, while building resilient, equitable communities. Our overarching goal is to uplift grassroots-led change in response to the climate emergency and ecosystem collapse. To do this, we engage with and learn from diverse communities and knowledge systems, including communities most impacted by the ecological challenges we all face. In particular, we are committed to learning from the governance systems of the Indigenous Nations on whose territories we live and work. Learn more here.

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This is an opportunity to join a dynamic team in a growing organization that is in the early stages of implementing its new vision and strategic plan. We pay a living wage to all staff and are committed to justice, diversity, equity and inclusion in both our hiring practices and work environment. We encourage women, people of Indigenous ancestry, people of colour, LGBTQIP2SA individuals and members of other diverse communities to apply for careers with our organization. We are committed to building and maintaining a work environment that is welcoming to people who bring diverse ways of seeing, knowing and communicating to our work.

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ABOUT THE ROLE

As part of the communications team, youâ€™ll collaboratively develop and execute online communications strategies in support of Sierra Club BCâ€™s strategic plan which aims to build power in communities and protect abundant ecosystems. You will work in a non-hierarchical team of equals, based in mutual respect, complementary skillsets and extensive collaboration. In this role, you will focus on boosting digital engagement through two main avenues: (1) through social media management and (2) interactive webinar and online event development.

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You are passionate about using multimedia and an array of digital platforms to connect communities with environmental stories. With your creative mind, youâ€™re always looking for exciting ways to

engage with new and diverse audiences, whether through memes, social media campaigns, online ads or interactive webinars.

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You believe fostering engagement and meaningful conversations is imperative in building a just abundant future for all. You recognize the importance of heart-centered storytelling in nurturing an appreciation for nature and driving change. With this belief, you know how to translate complicated, nuanced, sometimes technical subject matter into accessible, compelling multimedia storytelling. These stories will help engage and inspire others to act and to support Sierra Club BC's work. Additionally, you have the ability to communicate with diverse communities, based on intercultural knowledge and understanding, and your own lived experience.

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You can co-develop and execute effective, integrated communications strategies. You are highly organized, a skilled planner and also tactically nimble when opportunities present themselves.

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Your work is grounded in a solid knowledge of and commitment to environmental and social justice issues in B.C. You have a strong commitment to diversity, equity and inclusion. You are passionate about bringing positive change to the land and waters known as British Columbia, and all the living beings who call this place home.

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Although our office is in Victoria, we welcome applicants willing to work remotely from anywhere in B.C.

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RESPONSIBILITIES

Please note: we acknowledge the following list of responsibilities is extensive and may seem daunting for some potential candidates. We encourage applicants who, while not being able to handle all these responsibilities from day one, can demonstrate they have the potential to grow into all of them. We commit to creating an environment that will support such growth.

- Co-manage social media accounts and advertising. This includes scheduling and drafting social media advertising copy and content for various channels including Facebook, Twitter and Instagram.

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- Engage Sierra Club BC's online community, promote our programs and foster engaging conversations by responding to comments and direct messages.

- Have a finger on the pulse of online trends and popular memes to create dynamic social media strategies aiming to boost online engagement, expand our online presence and empower community members.

- With the support of SCBC's lead organizer and communications co-leads, manage a team of volunteers who will help engage with the online community and moderate the accounts.

- Facilitate interactive webinars and online listening circles. This includes building website registration pages, hosting webinars and providing tech support.

- Track and analyze performance data to assess the success of our online strategies.

- Assist in the drafting and editing of written material, including website content, email marketing materials and webinar scripts.

- Co-manage the engagement calendar, oversee key deliverables, including keeping staff across the organization on track for timely production of deliverables.

• Working with the Digital Systems Coordinator and other key staff, design and implement a framework to move digital supporters along ladders of engagement.

• Co-manage website content, design and backend functions. Ensure our website is secure and up to date and make continual improvements to user experience and performance using analytics data.

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SKILLS, QUALIFICATIONS AND EXPERIENCE

• Experience managing social media platforms and Facebook advertising.

• Ability to develop a unique voice that is consistent with SCBC's values and goals that will resonate with audiences across multiple platforms.

• • Superb writing and copyediting skills, with the ability to write persuasive, engaging content adapted across a wide variety of platforms and media.

• Organized and able to handle multiple projects, tight deadlines and rapidly shifting priorities, while remaining calm and focused, and maintaining strong attention to detail.

• • Working knowledge of CMS (e.g. Wordpress) and Microsoft Office 365. Added bonus if the candidate is familiar with the Adobe Creative Suite or other design, photo and video editing platforms.

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COMPENSATION

• This is a 0.8 FTE position (30 hours per week). Compensation will conform to Sierra Club BC's salary grid. The current salary is \$21.82-\$23.57 per hour dependent upon experience, with annual increases within the range, plus annual cost of living adjustments.

• Initial three weeks of paid vacation per year, with regularly scheduled increases, plus a solid benefits package.

• Opportunities for professional development and training.

How to Apply

• Submit your application with the words "Application for Digital Engagement Specialist" in the subject line to Mya Van Woudenberg (Communications Co-Lead) at mya@sierraclub.bc.ca. Make sure to include a cover letter and your CV.

• NO PHONE CALLS PLEASE. Only those candidates who are short-listed will be contacted.

• Applications will be considered as they are received. The competition will remain open until the position is filled.