Job posting

Conservation Coordinator
Canadian Parks and Wilderness Society – Newfoundland and Labrador Chapter (CPAWS-NL)

About CPAWS-NL
The Canadian Parks and Wilderness Society, NL Chapter (CPAWS-NL) is one of Newfoundland and Labrador’s leading non-profit conservation groups. We thrive to protect wilderness in every corner of Newfoundland and Labrador and deep into the ocean. We have been protecting NL’s nature since 2003, and are dedicated to keeping NL’s public land and water wild forever.

The NL Chapter of the Canadian Parks and Wilderness Society (CPAWS-NL) is seeking an innovative, driven self-starter to fill the role of Conservation Coordinator 12 month contract. We are looking for someone with demonstrated experience planning and delivering campaigns, with a focus on public engagement and strategic communications. The ideal candidate will have a strong understanding of effective campaigning tactics and strategy, a passion for building and mobilizing constituencies, and strong project management capabilities.

Primary Responsibilities:

Working closely with the Executive Director, the Conservation Coordinator will:

- Develop and deliver innovative public engagement strategies for CPAWS NL’s conservation programs that support strategic campaign plan objectives
  - Build and activate a diverse, engaged community of supporters in NL to help achieve on-the-ground conservation outcomes
  - Research and gather data on various projects
- Develop and deliver strategies to build and strengthen relationships with community members where CPAWS NL has active campaigns
  - Compile outreach and contact databases in targeted communities, and follow up where appropriate
- Monitor and track external political, scientific, and social developments related to CPAWS NL conservation work
- Assist in organizing regular meetings and conference calls for CPAWS conservation campaigns, with a focus on supporting our coalition-based work
- Coordinate content, timing, and delivery of outgoing communications, marketing and media materials for CPAWS NL
  - Update and maintain websites and social media accounts
  - Draft content for action pages, e-newsletter content, blog posts, and media releases
- Organize and deliver community events when applicable at site locations
  - Includes researching and booking venues, enlisting speakers, coordinating advertising and promotions, and coordinating logistics
  - Develop program materials for presentations to schools and community groups
- The ability to work in the field collecting and delivering data.
- Support the training, supervision and oversight of volunteers
- Support the preparation and submission of funding proposals and reports, and assist in ensuring all deadlines and requirements are being met

**Essential Qualifications:**

- Experience with delivering public engagement strategies;
- Excellent written and verbal communication skills, with demonstrated experience in writing content for public audiences;
- Demonstrated project management skills, including the ability to complete tasks in a timely manner, defining goals and deliverables, tracking progress and milestones and delivering products;
- Demonstrated capability and technical skills to use online content delivery platforms, including bulk email, social media, video, graphic and other digital platforms and tools;
- Excellent inter-personal skills, including the ability to develop and maintain strong relationships at all levels (including, but not limited to, local communities, government agencies, the non-profit sector, and the scientific community);
- Passionate about protecting NL’s wilderness and wildlife;
- Unparalleled attention to detail;
- Ability to work in a fast-paced, high-distraction environment; where day-to-day activities may change dramatically and often suddenly;
- Ability to work independently
- Ability and willingness to travel and work occasional evenings and weekends, as required.

**Asset Qualifications:**

- Experience working in the NGO/ENGO sector, in community organizing, or political campaigning
- Graphic design skills, or a creative eye for design and experience working with graphic designers
- Ability to use and deliver GIS applications

**Compensation:**

This is a full-time, 37.5 hrs/wk, 12-month contract position (with potential for renewal dependent on funding and strategic review) based out of the CPAWS-NL office in St. John’s. The salary range for this position is $35,000 - $40,000 per annum.

**Preferred start date:**


**Application Process:**
Please send a cover letter and resume by September 8th, 2017 at 9 am to nlcoordinator@cpaws.org. Please clearly state “Conservation Coordinator” in the subject line. Two professional references are required as part of the application (Name and contact information). The cover letter will be no longer than one page.

We thank all applicants for their interest in this position. Because we’re a small staff with very limited capacity, we respectfully ask for no phone calls and note that only those selected for interviews will be contacted.

Closing Date: September 8th, 2017 at 9:00AM