

# Position Description

## Communications Coordinator – Canada

Fixed term position

### POSITION SUMMARY:

The **Communications Coordinator** will work closely with the Executive Director and Steering Committee on external facing communication to engage youth and young professionals who are actively working in, or want to be a part of, Canada's transition to a low-carbon economy. The Coordinator will develop and execute on communication-related activities including social media posts, website updates, and mass email newsletters. A key project will be the promotion and communication materials for Leading Change Capital – a biennial youth leadership summit that will unite 150 young Canadians from coast to coast to coast in April 2021. The summit focuses on mobilizing the financial capital needed to fund a low-carbon future while strengthening the social capital and political will to make ambitious change happen.

Training and ongoing guidance will be offered on all digital platforms required to perform tasks. The candidate will benefit from additional soft skill development and opportunities to job shadow through a broad network of environment and sustainability professionals. Leading Change is part of a constellation of organizations including The Delphi Group, GLOBE Series, and EXCEL Partnership. We work together toward a common purpose: to achieve **a sustainable, prosperous and socially just future in a generation**.

We value and are committed to equality, diversity and inclusion in our workplace and programs. This commitment includes developing and implementing strategies to ensure the inclusion of persons from visible and non-visible minorities and persons with disabilities. We foster an inclusive workplace culture in which every individual feels welcome, respected, valued and supported at all stages of the employment life cycle.

This is a full-time, fixed term position with the option to work remotely.

### RESPONSIBILITIES:

- Co-leading a social media and online communications strategy for Leading Change, with a focus on the upcoming Leading Change Capital Forum (April 2021)
- Fostering, tracking, and measuring social media engagement
- Designing materials (e.g. social cards, PPT decks, etc.)
- Developing social media kits for partners and delegates to ensure messaging and brand guidelines are adhered to

- Editing and supporting updates to the Leading Change website (Wordpress)
- Creating and disseminating mass emails through Leading Change's email campaign platform (Zoho Campaigns)
- Contributing to and supporting enhancement to existing contact databases and CRM system
- Option to participate and contribute to other programs that connect to the applicant's personal and professional interests

### **EXPERIENCE and ATTRIBUTES:**

- Strong writing and communication skills (English) with the ability to adapt tone to resonate with various audiences
- Creativity and an eye for design
- Basic knowledge of sustainability and environment-related concepts
- Experience with various social media platforms (Twitter, Facebook, LinkedIn, Instagram)
- Experience with various software programs (e-mail, word processing, databases, MS Excel) and adaptability to new software
- Ability to plan and organize day-to-day workload and set priorities
- Bilingualism (English/French) is an asset

### **DETAILS:**

This position is funded through the Digital Skills for Youth program. Applicants must be between the ages of 15 and 30 and be a Canadian citizen, permanent resident or person who has been granted refugee status in Canada.

Start date: November 16, 2020

Salary: \$20-25 hourly for 37.5 hours per week over 20 weeks

Location: Based in Canada with option to work remotely as we monitor the evolving COVID-19 crisis

Leading Change values and encourages the contributions of individuals who identify as members of communities traditionally underrepresented in positions of leadership or power (Black, Indigenous, persons with disability, visible minorities, LGBTQI2+). We recognize that structural barriers shape experiences and opportunities and take this into consideration with screening and selection decisions.