



**WILDERNESS
COMMITTEE**

NATIONAL OFFICE
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WildernessCommittee.org

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Communications Specialist (Vancouver, BC)

The Wilderness Committee has an exciting opportunity for an experienced writer, editor and creative communicator interested in becoming part of our dynamic and diverse team across the country. This position is based in our Vancouver office and **is a permanent, full-time position based on 32 hours/week.**

The Wilderness Committee is a grassroots, people powered wilderness preservation group with a history of more than 40 years on the front line of environmental battles across Canada, with offices in Vancouver, Victoria, Winnipeg and Toronto. Recognizing that enshrining Indigenous rights and title is fundamental to addressing the biodiversity and climate crises, we have helped protect millions of hectares of wilderness, defended the most at-risk species in government offices and courtrooms, and worked tirelessly to fight irresponsible fossil fuel development wreaking havoc on the climate as we advocate for a just transition to a post-carbon society.

The Communications Specialist is responsible for editing all Wilderness Committee communications, printed and online publications and artwork, ensuring professional, consistent, up-to-date content for our environmental campaigns and fundraising. The Communications Specialist oversees our earned media strategy, advises on timing, necessity and content of press releases, conferences and advisories, tracks results and maintains media lists and contacts. They support the production of engaging email and online content to activists and supporters, edit take-action tools, email content and fundraising appeals and monitor results to improve future content.

The Communications Specialist works with our campaign team to set goals and strategies to improve communications and monitors success, and remains abreast of key issues in the environmental and social justice movements in Canada. Communications is a critical organizational strategy, and the Communications Specialist works closely with the campaign and production team and the rest of the communications staff to ensure professional, consistent content in everything from earned media to print publications such as newspapers and calendars, to fundraising and activist email content, to strategic website and social media development in collaboration with our digital communications team.

As the successful candidate, you are passionate about communicating for social change and adept at promoting a storytelling narrative, you have strong relationships with media and are proficient at writing and editing press releases and advisories, writing op-eds and popularizing written content for online and print educational materials. You are a demonstrated multi-tasker able to thrive in a fast-paced office and work to deadlines while accommodating breaking campaign developments and urgent actions. You understand the rapidly changing media environment and are able to identify opportunities for the organization to improve our reach. This is an exciting opportunity for a hard-working, creative communicator who is interested in applying their professional qualifications to achieve positive change.

As the Wilderness Committee Communications Specialist, you will:

- Coordinate the editorial process for all communications and printed materials, including newspapers, email actions, press releases, fundraising appeals, calendars, leaflets and posters.
- Ensure communications are inclusive and represent diverse perspectives, particularly in relation to Indigenous rights, environmental and social justice and environmental issues.
- Confirm all communications comply with relevant laws, regulations and ethical standards, especially in the context of environmental advocacy.
- Facilitate the design and implementation of media and communication strategies and goals, compile and monitor statistics, present results, and make recommendations for improvement.

- Edit, fact-check and proof all campaign, engagement and fundraising materials, ensuring consistency, branding and Wilderness Committee style, review printer proofs.
- Draft, edit and proof press releases, ensuring professionalism and best practices, and send out releases using Salesforce's marketing cloud engagement software.
- Pitch media stories, edit op-eds, organize press conferences, maintain media contacts and write media advisories.
- Write, edit and send out email actions and fundraising content to Wilderness Committee supporters, produce New/Mode action tools for the website.
- Translate complex ideas and data into consumable writing.
- Support the communications team with the production, updating and editing of website content using Drupal and HTML as well as content for social media.
- Provide editorial content and support to scripts for videos, clips and reels, closed captioning and other written material for digital assets.

You will have...

- A degree in journalism, communications, English or related field.
- Proven experience in communications, both print and online, preferably within the non-profit or social justice sector.
- Demonstrated project management skills to coordinate various tasks and work with different teams, including planning, executing and monitoring communication projects.
- At least 2 years' experience writing and editing for the public, the media and the web.
- Expertise in media relations, developing strategy and content for earned media.
- Advanced knowledge and skills of the English language, grammar, Canadian Press style, and the use of online language tools.
- Experience at secondary research.
- Strong written and verbal communication skills.
- Solid computer skills: Windows, Microsoft Office, Internet and social media.
- Basic skills in Adobe, HTML, and content management systems.

You will be...

- Passionate about the Wilderness Committee's mission and core values.
- Analytical, creative, and used to thinking outside the box.
- Able to handle a large volume of work, with excellent organizational skills and the ability to prioritize multiple tasks.
- An expert in digital marketing skills, such as SEO optimization, Google Analytics and understanding digital marketing trends, to reach and impact online communications.
- A self-initiated problem solver who is reliable and enthusiastic.
- Adaptable and flexible to work in collaboration with others as well as independently.
- Committed to creating a positive and healthy workplace environment.
- Able to handle flexible hours including occasional evening and weekend work.

Salary: \$60,500 annually

Qualified internal applicants shall be given first consideration in filling this position.

The Wilderness Committee is committed to employment equity as an ongoing process. We encourage qualified applicants from underrepresented groups, including women, Indigenous persons, racialized communities, persons with disabilities, and members of sexual or gender minority groups.

Conditions of employment: This is a full-time, permanent unionized position with BCGEU Local 2003 and thus all pay and benefits are determined by the Collective Agreement. The Wilderness Committee is in a 4-day work week trial based on a 32-hour work week, Mondays to Thursdays, using a hybrid workplace model. Benefits include comprehensive medical and dental, a health savings account, a retirement savings plan, and standard paid leave including annual vacation time and a one-week year-end closure.

Closing Date: Thursday, January 25th at 12 noon Pacific Time or until we find the right candidate. **No phone calls or drop-ins please.** Interviews will be held on a rolling basis as qualified applicants are received, so please apply early.

If you have a combination of skills and experience that you think make you a good candidate for this position, please don't hesitate to apply. We look forward to hearing from you. **Please send a cover letter and a resume in a SINGLE PDF with Communications Specialist** in the subject line to hire@wildernesscommittee.org