



Job Opportunity

Communications and Outreach Lead – Internship

Reporting to the Executive Director (ED), the Communications and Outreach Lead will perform the following duties in support of building awareness of conservation issues and opportunities in the NWT:

- Develop social media campaigns
- Maintain a regular CPAWS-NWT social media presence
- Increase subscription to our social media pages and e-news list
- Create creative content for regular website updates
- Coordinate with staff to communicate elements of their projects
- Create content for a monthly email to members and supporters
- Prepare creative communication materials for events, meetings and announcements
- Lead the development of a bi-annual newsletter
- Collaborate with volunteers, NGO's, Indigenous Governments and Organizations, GNWT and Federal Governments
- Collaborate within our network of CPAWS National communications staff working across Canada to share and learn
- Renew and revitalize our digital presence!

Duties will be prioritized and may change as you work with the Executive Director to develop your work plan

Requirements of the Internship Program:

The applicant must be eligible to meet the funding requirements of the Eco-Canada.ca Digital Skills for Youth Internship program including that you are 30 years of age or under.

For more Information:

<https://www.eco.ca/employment-programs/youth-placement/digital-skills-for-youth/>

Other Qualifications:

- Post-secondary education in a field related to the position
- Passion for writing which could include blogs, newsletter articles and information packages
- Technologically savvy with proficiency in email, social media platforms and working knowledge of design software
- Must work well as part of a team and individually with willingness to respond quickly and flexibly to changing events and work assignments
- Strong interpersonal skills including an ability and passion for developing and fostering enduring relationships with communities, governments, and the non-profit sector

- Positive, results-oriented, problem-solving attitude
- Enthusiasm for public outreach and engagement
- A passion for environmental/conservation issues
- Availability to travel and work occasional evenings and weekends as required

Additional Information:

- The hiring process is open to applicants with primary residence in the NWT
- The successful candidate will be required to work from our office in Yellowknife
- This position is initially a full-time 6 month contract, with expectation for renewal dependent upon on funding

The start date is ASAP so we must hear from you right away! The opportunity closes at 5pm (MST) October 24, 2020.

Please submit your resume with cover letter by e-mail to: nwtadmin@cpaws.org

- Applicants selected for an interview will be contacted