



Job Description
Conservation Communications Manager

Official Title: Conservation Communications Manager

Program: National Conservation

Position Type: Full-time

Salary: \$45,000- \$65,000.00 annually

Position Level: SVC 4

Office/Project: Toronto

Position Location: Remote-flexible

Date Written/Revised: 17 November 2021

Reports to: Director of National Conservation

Supervises: N/A

Position Summary

The future of nature conservation largely depends on science literacy and a connection to nature. WCS Canada aims to increase engagement and understanding with a wide range of audiences - from political leaders to Indigenous communities to the general public, in order to advance and communicate our conservation objectives and successes across Canada.

Unlike many other conservation organizations that separate communications from conservation in different departments, WCS Canada integrates outreach and awareness as a key conservation action. The Conservation Communications Manager will be embedded in our national conservation initiatives and field programs to help tell our stories to broader audiences. They will also work with the WCS Global communications team to explore how new digital tools can help share the stories of Canadian biodiversity with a global audience.

The Conservation Communications Manager will be responsible for developing and implementing strategies to strengthen WCS Canada's position as Canada's leading on-the-ground conservation science organization. You will manage WCS Canada's social media channels, website, and newsletter, lead content development for those platforms, and spearhead local and international media outreach. This role will require skills including project management, organization, creativity, enthusiasm for working with a wide variety of people, and a passion for wildlife and community-based conservation. You will have an opportunity to be mentored by senior staff at WCS Canada and grow this position into a senior role.

Position Objectives

Ensure a broad and diverse public audience learns and amplifies our conservation stories to build awareness about our work and develop a knowledge and passion for wildlife in Canada that helps create a better world for nature and people.

Principal Responsibilities

General

- Design and implement WCS Canada's national conservation communications strategy.
- Work with individual programs to develop rolling plans for communicating research findings, conservation successes, and recommended actions.
- Work with our scientists to develop and tell compelling stories about wildlife conservation and the communities where we work. Share best practices and build capacity for science communications across our programs.
- Research, write and edit copy for social media, web and other mediums.
- Use design software like the Adobe Creative Suite or similar to create visuals to support messages and direct outside designers on special projects.
- Work with our GIS staff on using mapping as a communications and storytelling tool.
- Collaborate with senior management, communications consultants and across all our teams to strategize the best use of tools, practices and metrics to develop/post engaging content and to inform the direction of future conservation communications strategies.
- Assist in reviewing, formatting and designing reports, presentations and posters.
- Organize, lead and take minutes for bi-weekly strategic communications meetings.
- Track analytics and report on the impact of our communications.
- Manage a calendar of special events and develop content for campaigns (e.g., International Day for Biological Diversity, Giving Tuesday, etc.).
- Collaborate with our fundraising team to develop compelling messages and content for donors; provide strategic direction on communications for grant applications; and assist with in-person outreach events.
- Coordinate and liaise with WCS Global in New York to coordinate messaging and to elevate content on Canadian conservation to the international level.
- Manage our image database including securing photos and video content.

Social media

- Develop and implement strategies to grow our social media audience and impact.
- Manage social media accounts (Instagram, Twitter, Facebook, YouTube) and post daily on all platforms.
- Liaise with other WCS Canada/WCS program social media account managers.

Website

- Update and manage content on WCS Canada website.
- Create pages for new projects and initiatives.
- Work with staff, interns and fellows to create timely and relevant blogs.

Newsletters and annual report

- Meet on a regular basis with national conservation and field program staff to identify communication opportunities and develop strategies for leveraging these opportunities

- Lead the development and format our internal staff newsletter.
- Identify key messages to share in our e-newsletter and annual report.

Media

- Prepare and share media releases and pitches to media and develop and foster media contacts across Canada.
- Support staff in developing content for key media opportunities based on current events and theme days related to our work.

Required Qualifications

- A passion for wildlife conservation and an interest in the role of science and local communities in helping conserve nature. You have an insatiable curiosity and sense of wonder and are always seeking to learn more and help others discover the natural world.
- A proven “news sense” and understanding of communication strategies. Your finger is on the pulse for conservation news in Canada and you have the ability to generate compelling and engaging content based on current events.
- An ability to “interpret” scientific literature and use it to develop accessible and compelling content for general audiences.
- High level of intercultural sensitivity and interest in Indigenous issues.
- A strong belief in the importance of science communication to connect people with nature.
- Knowledge of biodiversity and conservation in Canada.
- Demonstrated experience with social media management in a professional capacity.
- Experience analyzing and using data and metrics to measure impact and to determine improvements
- Experience managing a website.
- Multimedia capacity: Graphic design ability, and/or video production ability.
- Experience making recommendations for paid advertising campaigns and social media promotions, including audience identification, budgeting and ad placement
- Ambitious and independent with ability to operate proactively and autonomously and thrive in a fast-paced environment.
- Knowledge and understanding of working within branding/legal policies and guidelines for social media.
- Ability to troubleshoot technical issues.
- Adaptable with a willingness to take on a wide variety of tasks.
- Organized with excellent verbal and written communication skills.
- Able to work independently and with a diversity of team members, partners, and other stakeholders in remote locations.

Additional Qualifications

- Bachelor’s degree in conservation, communications, or related fields.
- Experience with social media and web design platforms.
- French language skills are an asset

To Apply:

Apply online through the BambooHR Link.

Include your cv/résumé, a cover letter addressing the required qualifications; specifically, your professional experience in communication/social media management, and strategy development. Please also provide any portfolios, or examples of your communications work, with example of social media materials you have developed.

WCS Canada is committed to creating an accessible and inclusive organization, this includes providing barrier-free and accessible employment practices. Applicants with a disability or any special needs may make a request for accommodation at any stage of the recruitment process, and we will work with you accordingly. Such requests should be communicated to Tina Dias:

Application Inquiries:

Tina Dias, Human Resources Manager

416-850-9038 ext. 30

tdias@wcs.org

Deadline for applications: December 10, 2021

About WCS Canada:

WCS Canada (www.wcscanada.org) was established as a Canadian conservation organization in July 2004. We are committed to championing accessibility, diversity, and equal opportunity. Our mission is to save wildlife and wild places by improving our understanding of and seeking solutions to critical problems that threaten key species and large wild ecosystems throughout Canada. We implement and support comprehensive field studies that gather information on wildlife needs and then seek to resolve key conservation problems by working with a broad array of actors. WCS Canada has a track record of our science being recognized as relevant, credible and legitimate by researchers, NGOs and agencies. WCS Canada is independently registered and managed, while retaining a strong collaborative working relationship with sister Wildlife Conservation Society (WCS) programs in more than 60 countries.

Diversity and inclusion are core WCS Canada values. We value the diversity of the people we employ and work with and we strive to provide an inclusive and equitable workplace in which we recognize the unique characteristics, skills and experiences of all employees. We are committed to engaging our employees in our diversity, equity and inclusion work and together we aim create a work place where all staff feel they belong and can grow.