
Ecology Action Centre Full-Time Job Posting Strategic Communications Manager

About the Ecology Action Centre:

Since 1971, the Ecology Action Centre has been working at the local, regional, national and more recently, international level to build a healthier and more sustainable world. While all of our work is connected to Nova Scotia, we draw inspiration from many places. We work closely with communities as well as social and natural scientists and make strong use of science in communicating our message. We further our work through seven action areas: Built Environment, Coastal & Water, Energy, Food, Marine, Transportation and Wilderness.

The EAC's earliest projects included recycling, composting, and energy conservation, and these are now widely recognized as fields where NS leads the way. We are proud to be a strong and independent voice for the environment, thanks to our 5,000+ members and more than 300 volunteers.

About the Job:

The EAC is seeking a communications professional for a new leadership role within our organization. Our ideal candidate is an experienced professional who is inspired by social change and the opportunity to coach EAC's team to excel at communications. The position reports to the EAC's Managing Director.

This job requires someone who is knowledgeable and passionate about communications in a non-profit context as well as an experienced facilitator and team builder. The EAC is an organization that takes a distributed-leadership approach. The successful candidate will be skilled at helping to develop communications strategies and will work with our 20+ coordinators to support their development of campaign and educational materials. The successful candidate will also be an excellent writer who is energized by day-to-day details and oriented towards continuous learning.

The Strategic Communications Manager will be responsible for:

- 1. Supporting EAC's Brand:** including strategic communications planning and opportunity development, support for EAC's profile and credibility, extending and diversifying EAC's reach.
- 2. Managing Key Communications Tools:** including web site, social media, data analysis for digital communications, Ecology & Action magazine, member communications.
- 3. Training and Coaching Staff and Volunteers:** including digital communications training for staff and volunteers, support for campaign development and implementation,

review of communications materials, support for traditional media including maintaining up to date media list, support for campaign and project outreach.

- 4. Additional Responsibilities:** recruiting and managing volunteers and outside experts to amplify the efforts of EAC's campaigns and program delivery, managing a budget, participating in and supporting the overall work of the Ecology Action Centre and other tasks, as required.

The Ecology Action Centre is committed to employment equity and encourages applications from individuals in traditionally marginalized groups such as: racialized people, Indigenous people, lesbian, bisexual, gay, transgender and queer people, and persons with disabilities. We encourage applicants to self-identify in their cover letter or application if they are a member of a marginalized community. Diversity is a stated value of the Ecology Action Centre. Moreover, diversity in the EAC community is a strength that we seek to cultivate. It is the responsibility of every employee of EAC to foster a culture that embraces and promotes diversity.

Required Skills & Qualifications

- Degree in public relations, communications, marketing, journalism or related field
- Four or more years professional experience in a related field
- Passionate about social and environmental change
- Skilled at managing projects in a highly collaborative environment
- Talented coach with facilitation and leadership skills
- Superb written communication skills
- Excellent social media acumen
- Media relations experience
- Campaign development expertise
- Up-to-date on trends in communications
- Design experience (web design, Adobe Creative Suite including InDesign and Photoshop)
- Strong understanding of non-profits
- Ability to work independently and effectively manage multiple tasks and prioritize
- Creative and solutions-oriented, with a team-focused approach
- An ability to work effectively with diverse personalities
- Superior judgment and excellent problem-solving skills
- Excellent analysis and synthesis skills
- Organized and detail-oriented

Desirable Skills & Qualifications

- Experience with developing communications materials for fundraising
- Familiar with engagement organizing approaches
- Understanding of environmental issues in NS

- A commitment to environmental justice
- Politically savvy

Terms of Employment: \$42,900 per annum. 37.5 hours per week; with some evening and weekend work required; 4 weeks of paid vacation; cost-shared benefits plan. Position begins early April 2017.

To Apply: Please email a cover letter, resume and 3 references as a single PDF document with the file name as follows: LastName_FirstName.pdf to employment@ecologyaction.ca

Application Deadline: noon, 13 February 2017

We thank all applicants for their time and interest, however only short-listed applicants will be contacted.

The Centre welcomes new members and volunteers: www.ecologyaction.ca