

Job Opportunity

Position: Media Coordinator



Organization: Society for Ecological Restoration, Western Canada (SER-WC)

Location: Remote, however; candidates should reside in Western Canada (BC, AB, SK, MB, YT or NWT)

Contract Length: Two (2) years, with potential for contract renewal

Contract Start Date: November 15 2021, or sooner.

Job Type: Part time, 18 – 20 hours per month, opportunity for additional hours for special events, projects, etc.

Compensation: \$20/hour

The successful applicant would be responsible for carrying out the following tasks:

Society Administration:

- Attend monthly Board Meetings
- Monitoring the restorewc@gmail.com account daily, forwarding emails to the appropriate people or replying with a tone that is consistent with past communication. Goal is to have a response sent within 48 hours.
- Monitor engagement by tracking e-newsletter, social media, and website statistics.
- Distribute working hours throughout each month to ensure constant and up-to-date media interactions.
- Save records of events and newsletters to SERWC's drop box.
- Maintain contact lists for restoration organizations and contact lists for the region.
- Developing ads, preparing membership reports for SER
- Submit monthly updates to the Chair or other Directors, as determined by the Board – typically at monthly board meetings
- Prepare an annual Media & Outreach Report to be presented to the SERWC Board & Membership at the Annual General Meeting.
- Other tasks as required.

Events:

- With support from Board Members, host educational restoration webinars approximately every other month open to the SER-WC membership base
- With support from Board Members, help to facilitate the SER-WC Journal Club meetings (technical support for meetings, event information distribution, social media posts, etc.)
- Support conferences/symposium/events, as and when determined by the board, with website development, registration, logistics supports, outreach, social media, and other related tasks

Newsletter:

- Develop content for and produce a quarterly e-newsletter.
- Maintain a list of e-newsletter subscribers.
- Promote e-newsletter advertising opportunities to restoration-related and appropriate organizations, individuals, and businesses and coordinate publication of advertisements.

Web Content and Social Media:

- Manage content for the SER-WC website including the "Restoration Showcase" and "Restoration Tips" blog page.
- Maintain an active presence on Facebook, Twitter, LinkedIn.
- Develop and carry out social media campaigns for promoting ecological restoration and engaging members, potential new members, and the restoration community.
- Consistently use and promote the SER-WC brand and logos, and ensure alignment with SER headquarters.

Essential Qualifications:

- Experience with WordPress, MailChimp and social media, including Hootsuite, Twitter, and Facebook or related interfaces.
- Self-motivated and excellent organization skills.
- Flexibility, resilience, strong initiative.
- Strong written communication skills.
- An interest and/or passion for nature and ecological restoration.

Note: *the successful applicant will have an overlap period with the current SER-WC Media Coordinator to facilitate an efficient transition.*

Application Information: Applicants should submit a resume to Erin Roberts (erin.roberts89@gmail.com). We would like to thank all applicants, however, only those under consideration will be contacted.

Application Deadline: October 30, 2021