



**We are hiring, join our team!**

**POSITION: COMMUNICATIONS AND SOCIAL MEDIA SPECIALIST**

EcoSuperior is an incorporated non-profit organization, located in the City of Thunder Bay, Ontario and governed by a Board of Directors. We are mission driven to build a healthy future for people and the planet. Since 1995, we have been committed to inspiring and empowering change by offering meaningful programs and services, with support from funders and partners. For more information about EcoSuperior visit our website: [www.ecosuperior.org](http://www.ecosuperior.org)

Our Core Values:

- Cultivate gratitude
- Together anything is possible
- Embrace flexibility and creativity
- Foster respect and presence, to all earthly life
- Be a 'solutionary' and develop solutions that are healthy and equitable for people and the planet

**Application Deadline:** 4:30 pm, Monday, December 18, 2023. Only successful candidates will be contacted for an interview. The ideal start date is January 8, 2024.

**To Apply:** Please forward both a cover letter and resume in one .pdf document, to [info@ecosuperior.org](mailto:info@ecosuperior.org) with 'Communications and Social Media Specialist' in the subject line.

**Position summary**

EcoSuperior is seeking a creative, passionate, and skilled individual to join our purpose-driven team as a Communications and Social Media Specialist for 32 hrs hours/week, Monday through Thursday, at \$23.33/hour.

The role of the Communications Specialist at EcoSuperior is to assist and develop marketing and communications planning and efforts, and to engage our audiences meaningfully, through a variety of channels, consistent with our mission: **'to build a**



**We are hiring, join our team!**

**healthy future for people and the planet.** The Communications and Social Media Specialis takes responsibility for leading, guiding and supporting all communications needs and provides professional expertise to the community, partners, and funding agencies. The candidate for this position will have a strong background(s) in some or all the following areas: oral and written language, graphic design, social media engagement, and/or communications.

**Reporting to:** Co-Executive Directors

## **KEY DUTIES AND RESPONSIBILITIES:**

### **Content Creation**

- Develop original EcoSuperior content to create monthly newsletter, annual reports and impact reports, blog posts, and press releases
- Creative development of infographics, videos, and social media posts
- Updating and maintaining EcoSuperior's social media presence and digital marketing,
- Provide social media metrics as required

### **Website Management**

- Create strategies to grow website metrics with a focus on creating newsletter sign-ups
- Collaborate with the EcoSuperior team to create program-based website pages

### **Public Outreach**

- Explore editorial opportunities to profile our work and elevate our brand
- Take photographs and/or video at EcoSuperior events, campaigns, and programs, to be used in communications, promotions, and reports.



### **Internal Communications Support**

- Act as liaison between EcoSuperior and all media (print, television, radio, social etc.) and provide coaching to staff regarding media relations
- Liaise with all program coordinators, and Eco-staff team, to plan and/or design social media posts, posters, presentations, media launches,
- Develop calendar of key dates and activities for annual communications planning
- Lead, create and proofread all media outreach
- Keep current with communication trends and brainstorm ideas for new and innovative campaigns.

### **General Office Duties**

- Ensure that all communications files are stored, organized, updated and accessible on the office network
- Participate in bi-weekly staff meetings (Good Gatherings + Internal Eco-News)
- Adhere to organization policies and procedures
- Other duties may be assigned as necessary

### **Qualifications & Competencies**

- Willing to embrace the mission of EcoSuperior, and contribute to a healthy workplace and team dynamic
- Relevant experience with digital content generation and strategy, branding, and/or marketing and communications background
- Excellent, writing and editing skills
- Proven ability to use metrics to achieve strategic objectives leading and growing engagement
- Familiarity in Mac OS, Canva, MS Office 365, Mailchimp, Facebook, Instagram and Twitter



**We are hiring, join our team!**

- Detailed oriented approach to content creation with excellent planning and prioritization skills
- Desire to produce high written and multimedia content for diverse audiences
- Strong interpersonal skills to build relationships with staff and partners

**Workplace Perks:**

- **4-day, 32 hour, flex work week (Office open Monday to Thursday)**
- **Option to work from home up to 2-days/week work as business needs allow**
- **Enrollment into a cost sharing benefits plan after 3 months probationary period**
- **Positive team environment that supports a healthy workplace**

EcoSuperior is an equal opportunity employer and does not discriminate against any employee or applicant for employment because of race, colour, sex, age, national origin, religion, sexual orientation and/or expression.