



The Conservation Council of New Brunswick has been at the forefront of environmental protection in New Brunswick since 1969.

POSITION TITLE: Communications Officer-

You can make a difference. You will join a team of dedicated staff who help the Conservation Council effectively communicate environmental policy initiatives to the general public and influence decision makers to implement the policies needed to protect our air, water and land.

ROLE:

The Communications Officer works with the Communications Director and provides communications support for the Conservation Council of New Brunswick. They will act as a point of contact for media outlets and work closely with the team to develop messaging for media. They will also work on communicating to the public the important work happening in the environmental sector.

The ideal candidate will have the following qualifications:

- Exceptional English writing and speaking skills.
- Written and spoken competence in French is not necessary but considered a huge asset.
- Attention to detail, particularly when it comes to proofing copy and content.
- A university degree in communications or journalism, with a minimum of two years related work experience, or;
- An equivalent combination of education, training and experience may be considered.
- Experience with relevant software, such as: MS Office Suite, Facebook Meta Studio, Google Analytics, Wordpress (Elementor), video/graphic editing software such as Adobe Studio and Canva, and Google Ads, etc.
- Experience in the fields of communications, marketing and fundraising
- Experience managing multiple projects and day-to-day activities

Key Responsibilities:

- Create impactful and on-point messaging in fast-moving and tight timelines
- Write, edit, and post communication products, including: press releases, blogs, newsletters, short video scripts, factsheets and fundraising letters.
- Generate website/social media assets, including: social media graphics, short videos (reels) and website banners.
- Create and monitor ad campaigns using relevant available ad platforms, i.e. Facebook Meta Studio.
- Coordinate with program leaders to regularly update our website.
- Help develop and drive communications that engage and inspire target audiences based on our charity's mission, vision and key areas of focus.
- Ensure an integrated communications approach, considering all audiences and communications channels.
- Help develop communication plans that think long term.

Salary range: \$49,000 - \$53,000 p.a. 35 hours/week. We offer a generous vacation allowance and a benefits package. Some occasional weekend and evening work as needed.

The Conservation Council of New Brunswick is committed to diversity, inclusivity, and accessibility. We encourage applications from members of racialized communities, Indigenous persons, persons with disabilities, and persons of all sexual and gender identities. We seek candidates with qualifications and knowledge to contribute to our charity.

Interested applicants are encouraged to email a cover letter detailing how they meet the qualifications and a resume to info@conservationcouncil.ca attention to Stephanie Phillips by **August 4th, 2023**. We thank all applicants; however, only those selected for an interview will be contacted.