



WILDLIFE PRESERVATION CANADA

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wildlifepreservation.ca

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Position:	Communications Assistant
Location:	Remote
Type of position:	Part-time (30 hours /week)
Duration:	9 weeks
Anticipated start:	June 19, 2023
Compensation:	\$20/hour, plus 4% vacation pay
Hours of work:	Flexible. Must be available for meetings during regular working hours 9-5.

GENERAL DESCRIPTION

By focusing on a unique, specialized mission - hands-on intervention for animal species at imminent risk of extinction - WPC delivers measurable, high-impact conservation programs for endangered species across the country. WPC's conservation programs not only bring back the species we focus on but acts as a catalyst for habitat restoration and protection thereby providing critical habitats for all the other species that rely on those environments for survival.

Communicating our conservation work to a variety of audiences is essential to raising the awareness that is required to reverse the decline of endangered species. WPC's Communications Plan seeks to educate Canadians about the biodiversity crisis and offer ways for citizens to help, through volunteer work or through financial help in the form of donations. There is a growing interest in wildlife conservation and with added capacity on WPC's communications team through a Communications Assistant, we will be able to reach a wider, more diverse audience.

The Communications Assistant position will allow a young Canadian to gain work experience in the field of environmental communication, to expand on their existing knowledge of marketing and digital communications. The work plan will be tailored to the employee's area of interest to provide a learning experience that will build on their existing curiosity in a particular aspect of wildlife conservation.

This entirely virtual work experience can be completed by individuals in any location across Canada as long as they have access to high speed internet and a modern computer. Aside from set meeting times where the supervisor can review projects and develop work plans, the employee is welcome to complete their hours outside of the traditional 9-5 work day.

The employee will learn how to hone their skills in graphic design, video editing, and content creation, through guidance from their supervisor, but also through self-directed learning. Examples of the projects included in the work experience include email list management, newsletter content curation, social media content curation, online giveaway development, the development of online peer-to-peer fundraising tactics, and website content creation.

The duties of the Communications Assistant may include:

- Contribute to WPC's ongoing strategy for digital marketing by researching trends and providing key points for team discussions.
- Contribute to the development and implementation of a targeted social media campaign
- Contribute to the development of multimedia products such as animations, videos and interactive content
- Assist with media strategy and planning – research new media platforms, targeting features and advances for media planning
- Create visual designs that must have a wow factor– such as charts, visualizations, infographics, videos and mockups
- Contribute to creative writing including newsletter articles, social media, and website
- Build media materials, including fact sheets, backgrounders and press releases around the organization and its programs.

REQUIRED SKILLS AND EXPERIENCE

- Knowledge and interest in wildlife conservation. Basic knowledge only, no technical skills required.
- Ability to manage their time effectively with only virtual supervision
- Ability to work on multiple projects simultaneously
- Proficient in word processing, spreadsheets, presentation software. Experience with photo editing, graphic design, and video editing software (Adobe Suite, Canva, or equivalent) considered an asset.
- Experience managing the four social media platforms used by WPC: Facebook, Twitter, Instagram and LinkedIn
- Strong writing, proofreading, and attention to detail are essential.
- 'Can-do' attitude and ability to think outside the box

Saving endangered species is strengthened by and requires contributions of people of diverse backgrounds, heritage, knowledge, experiences, and identities. WPC values the people we employ and that we work with and strive to promote equity and inclusion in our workplace. We are committed to selecting and developing employees to create a diverse, inclusive, and equitable organization and therefore encourage applications from all qualified individuals.

This position will be funded by government youth employment initiatives which require candidates to be:

- No more than 30 years of age at the start of employment;
- A Canadian citizen, permanent resident, or person on whom refugee protection has been conferred under the Immigration and Refugee Protection Act; and
- Legally entitled to work according to the relevant Ontario legislation and regulations.

Please indicate in your application if you meet these criteria.

TO APPLY

To apply, please fill out this form and attach a cover letter and resume. You may also attach 2-3 sample pieces of communications that represent your style. This is optional.

<https://forms.gle/iLgeaFeBhsx3YcQ6A>

Applications will not be considered after midnight (EST) June 9, 2023. Applications will be assessed as they are submitted, and the positions will be filled as soon as a suitable candidate is found. If you have further questions, please contact us at jobopportunities@wildlifepreservation.ca. We thank all who apply, but only those selected for an interview will be contacted.