



## WILDLIFE PRESERVATION CANADA

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<b>Position:</b>	Development and Communications Coordinator
<b>Location:</b>	Remote
<b>Type of Position:</b>	Full-time (37.5 hrs/wk.), 6 months with possibility of extension, as funding allows
<b>Rate of Pay:</b>	\$19.00/hr, plus 4% vacation pay
<b>Anticipated Start:</b>	ASAP
<b>Hours of Work:</b>	Flexible; must be available for meetings during regular working hours (M-F 9-5)

### GENERAL DESCRIPTION

By focusing on a unique, specialized mission - hands-on intervention for animal species at imminent risk of extinction - Wildlife Preservation Canada (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 and funds that are required to reverse the decline of endangered species. To this end, we are seeking an experienced and highly motivated Development and Communications Coordinator to join our team. This role will play a key part in developing and executing fundraising campaigns, marketing strategy and supporting the organization's digital communications. The ideal candidate will have a strong background or interest in campaign development, marketing, fundraising and communications. If you are passionate about making an impact and have a knack for storytelling, and online communications, we'd love to hear from you.

### KEY RESPONSIBILITIES

#### 1) Fundraising Campaigns & Development

- Collaborate with the development and communications team to design and implement year-round fundraising campaigns, including digital and direct mail campaigns.
- Monitor trends in the fundraising and nonprofit sectors to propose new campaign ideas and engagement strategies.
- Support the creation of compelling campaign messaging and materials that engage and inspire donors.
- Analyze campaign performance and provide actionable insights to improve future efforts.

#### 2) Digital Communications and Asset Management

- Collaborate on website updates and improvements, ensuring that content is up-to-date, aligned with ongoing campaigns and is free of errors.
- Help organize and maintain digital asset libraries.
- Contribute to social media strategy as it pertains to fundraising campaign efforts and

strengthening donor engagement.

- Help with other communications as needed.

## REQUIRED SKILLS & QUALIFICATIONS

- Post-secondary education in Fundraising, Marketing, Communications, or a related field.
- Practical experience in fundraising, development, or communications roles.
- Strong understanding of fundraising strategies, particularly campaign development.
- Demonstrated ability to confidently propose and develop fundraising campaign ideas and execute them effectively from start to finish.
- Excellent written and verbal communication skills with the ability to tailor messaging to different audiences.
- Experience with digital marketing tools, website management, and CRM systems.
- Highly organized with strong attention to detail and ability to manage multiple projects simultaneously.
- Creative thinker with a passion for storytelling and engaging supporters.
- Familiarity with nonprofit operations and a commitment to WPC's mission.
- Proficient in basic graphic design software (Canva), Microsoft Suite, Google Workspace and website content management systems (WordPress).
- Works well in a team setting.
- A strong interest in Canadian wildlife, conservation, or nature is considered an asset.

## TO APPLY

Please send a cover letter and resume to: Alex Bowman, Communications Manager, alex.bowman[at]wildlifepreservation.ca **Please submit your application as a single PDF or MS word file and include the email subject heading "Development and Communications Coordinator Application"**. Applications will be assessed as they are submitted, and the positions will be filled as soon as suitable candidates are found. Applications will not be accepted after 11:59 PM on May 23, 2025.

Saving endangered species requires contributions of people of diverse backgrounds, heritage, knowledge, experiences, and identities, though many of these voices have been excluded from conservation. WPC is committed to promoting equity, diversity, and inclusion in our organization, and we welcome applications from all qualified individuals. We encourage those from historically marginalized groups—including racialized, Indigenous, and 2SLGBTQIA+ people, those with differing abilities, and other equity-deserving groups—to self-identify in their cover letter, if they feel comfortable, so we may consider their application accordingly.

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

- between 15 and 30 years of age at the beginning of the employment period
- a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act; and
- legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations

Please indicate in your application if you meet these criteria.

We thank all who apply, but only those selected for an interview will be contacted.