



WILDLANDS LEAGUE

Registered Charitable # 11878 2317 RR0001

Position: Digital Engagement Specialist

(Full time contract ending March 2021, with option to renew dependent on funding).

Location: Toronto, Ontario

Preferred start date: December 2020

Wildlands League seeks Digital Rockstar

Do you lay awake at night hatching ideas to save the planet? Want a career where you can actively create change for nature while geeking out on the world wide web?

Wildlands League is seeking a Digital Engagement Specialist with a creative eye for storytelling and community engagement in the digital space. The main objective? To help communicate Wildlands League's environmental campaigns and build momentum for nature protection. Working closely with the Outreach Manager, you will help us create 'digital drumbeats' that inspire and motivate our supporters to take action on nature protection in Ontario and beyond.

You may not have expertise in conservation, but you are excited to find new digital tools to help tell the story of Wildlands and our campaigns. By building strong relationships with our online community, you will identify areas where we can strengthen campaign messaging and tactics.

Requirements:

- Have experience in digital communications
- Knowledgeable about graphic design and digital tools like Canva
- Passionate about nature protection
- Familiar with social media management platforms and list management
- Strong ability to communicate our work to the public through storytelling
- Can work through challenges; will fearlessly experiment with new programs and software
- Post-secondary graduate, up to 30 years old or younger
- Be a Canadian citizen, Permanent Resident, or someone who has been granted refugee status in Canada.
- Ability to work with a team remotely

Bonus skills:

- Have experience with using CRM platforms
- Savvy about videography, digital design, web design, video editing, and/or illustration
- Are familiar/has experience in grassroots organizing
- Proficient in volunteer management



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Position Details:

- Support Outreach Manager in planning and implementing strategy
- Coordinate & execute digital plans
- Monitor and evaluate audience engagement across platforms (social media, websites, CRM platforms)
- Prepare and participate in outreach events
- Create and promote outreach materials and activities (websites, social media, online assets)
- Coordinate, communicate with, and support volunteers

About us

Wildlands League is a not-for-profit charity that works to protect nature. We collaborate with communities, governments, First Nations, scientists and progressive industry to do this work. We are a diverse team of thoughtful and engaged humans working to make the planet a better place to be. We are better, smarter, and bolder for our inclusivity. Therefore, Wildlands welcomes applications regardless of ethnicity, age, disability, sexual orientation, gender or identity.

Compensation:

The starting salary for this position is \$45,000 CAD annually, pro-rated for the length of the contract. There is option to renew depending on funding.

To Apply:

If you wish to put your digital rockstar talents to work in aid of the planet, then please complete the following:

- 1) Toot your own horn! Send a resume and cover letter to eugenia@wildlandsleague.org by **Wednesday November 18th, 2020**
- 2) In the subject line, please clearly state "Digital Engagement Specialist".

Please ensure that your cover letter indicates how you meet the requirements above and how your past experiences will make you successful in this position. Wildlands League thanks all applicants for their interest in the position, but only successful candidates will be contacted. No phone calls please.

Note: We review applications on a rolling basis and the position may be filled sooner than the closing date. We recommend applying early to ensure you are considered.

Best of luck!