

**Heartland Forest Nature Experience
Job Description**

Communications Coordinator

Reports To: Executive Director **Rate:** \$18/hour
Status: Permanent Part-time – 15 to 20 hours per week **Start Date:** February 2019

Summary:

The Communications Coordinator is a permanent part-time position encompassing all communication activities related to Heartland's programs, signature events, third party events, special projects, fundraising initiatives and memorial programs.

This role requires creativity, flexibility and the ability to develop high quality communications, including materials and messages in order to increase support for the charity and its cause. You will also help promote legacy and in-memoriam giving, sponsorship packages and corporate fundraising.

Responsibilities:

1. Communications
 - Assist in planning, developing and implementing communications and/or marketing programs on a project basis in support of corporate initiatives;
 - Assist in planning and evaluating communication strategies;
 - Coordinates production and distribution of media relations material through website, email and social media;
 - Assist in ensuring database is updated for community initiatives;
 - In consultation with the Executive Team, write, develop and maintain fundraising marketing pieces, including sponsorship packages, brochures, legacy and in-memoriam initiatives, invitations and bi-monthly e-blasts;
 - Assist with donation appreciation correspondence;
 - Assists in maintaining and archiving photographs and other images for use on website and in other communication materials.
2. Events
 - In consultation with the Executive Team, follow annual event plan and budget;
 - Manage all marketing materials;
 - Support media relations for all events including securing media sponsors, event-based press releases and public relations;
 - Assist with sponsorship recognition components;
 - Assist with event coordination.
3. Social Media
 - Ensure consistent coverage on social media platforms for both fundraising and programs;
 - Develop and/or revise text for on-line communities, press releases and blogs;
 - Liaison with other staff members and volunteers for continuity and content;
 - Track social media influence measurements and prepare reports to update staff

Competencies:

- Excellent written and verbal communication skills;
- Strong interpersonal skills with the ability and flexibility to work in a fast paced environment with multiple stakeholders and competing priorities;
- Excellent attention to detail;
- Superior proofreading abilities;

Heartland Forest Nature Experience Job Description

Competencies, continued:

- Ability to communicate messages in a professional and engaging manner;
- Knowledge of various forms of print production an asset;
- Knowledge and experience in event management;
- Strong computer skills with proficiency in Microsoft Office Suite (Word, Excel, Access etc.).
- Social Media experience coupled with an understanding of Search Engine Optimization and Analytics and experience with Hootsuite and various social media platforms;
- Knowledge of computer, database, website and graphic design software an asset;
- Ability to work independently and collaboratively with minimal supervision.

Experience, Licenses and Certificates:

- Minimum 2-3 years of progressive communications/marketing and or public relations experience; or combination of other relevant experience and training
- Work experience within a nature experience or with persons with disabilities an asset
- First Aid and CPR
- Clear vulnerable sector screening
- Valid Ontario G License with a good driving record and access to a vehicle required

Safety:

- Supports the corporate Occupational Health & Safety initiatives by incorporating safe work practices into daily work routine
- Reports any unsafe conditions or observed unsafe work practices to Executive Director

Work Conditions:

- Required to attend and assist at any Heartland Forest special events
- Ability to work flexible hours with possible evenings and weekends
- Some physical labor may be involved (lifting signs, tables and chairs)

Note: This job profile indicates the general nature and level of work expected of the incumbent. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the incumbent. The incumbent may be asked to perform other duties, which may be assigned from time to time.

Incumbent's Signature

Date

Director's Signature

Date