

# CONSERVATION COMMUNICATIONS COORDINATOR

Please apply through: [www.thelandbetween.ca/hiring](http://www.thelandbetween.ca/hiring)  
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[info@turtleguardians.ca](mailto:info@turtleguardians.ca)  
705-854-2888



## OVERVIEW

**Location:** Haliburton, Hastings, Peterborough, Lennox-Addington, or Muskoka

**Employment type:** This role can be a Full Time Seasonal (35 hrs/week) position for candidates qualifying for Youth Employment Strategy subsidies between the ages of 15 and 30, or Part Time at 15-20 hours per week for candidates over the age of 30 years old.

**Rate of pay:** \$20.00- \$23.00/hour depending on experience

**Anticipated start:** April/May 2025



## JOB DESCRIPTION

The Land Between is seeking an innovative candidate for the Communications Specialist position. The Communications Specialist will work with the COO and Council to create or ratify the social media and communications strategy, and will create content related to the chosen focus areas, in order to advance awareness and appreciation of the region and its features, of focus species and efforts, and to advance uptake in areas of volunteerism and support. The Communications Specialist will create monthly newsletters, and fundraising campaigns, and analyze the performance of these platforms and efforts. The incumbent will also create bespoke educational and interpretive material for the visitor's centre. The incumbent will forge new partnerships, record experiences of volunteers, community members involved in programs, staff etc. You may also enhance website pages and content, create media both digital and physical for chosen programs and campaigns, provide presentations to community groups, create "pitch decks" for sponsors and corporations and advance the brand recognition of the charity and its program overall. The communications coordinator may also be asked to assist in providing interpretive tours at the visitor's centre for members of the public and with live animals.



## Position Requirements

- Actively pursuing or completed post secondary, or have experience in a relevant field (Marketing, Environmental Communications etc)
- Preference will be for candidates that are eligible for Canada Summer Jobs (Between 15-30 years of age and a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment), however, all applicants are encouraged.

## Skills

- Social Media Content Creation Experience
- Strong computer skills including use of Canva, Adobe Creative Suite, Excel and Google Drive apps
- Graphic design skills
- Strong written and verbal communication skills
- Accountability, humility, and integrity to be able to work with the public and team members cohesively.
- Can effectively use Mailchimp or similar email marketing platforms
- Experience in the environmental, conservation or social sector
- Experience with Wordpress is an asset
- Grant writing or marketing skills is an asset