



BACK TO THE SEA

Communications & Events Coordinator

Location: Dartmouth (Punamu'kwati'jk), Nova Scotia (Mi'kma'ki)

Position Status: Temporary, 12-14 weeks

Hours: Full-time [35 hours per week]

Wage: \$15.30/hour

Application deadline: Wednesday November 9th, 2022 @ Midnight

Who can apply: This position is funded through a co-op stream and only open to post-secondary students enrolled in a co-op program for the Winter 2023 semester.

The Back to the Sea Society is a charity dedicated to sparking curiosity for local marine life and inspiring a desire to protect our ocean. We run a variety of ocean based educational programs, including the Touch Tank Hut, a miniature marine interpretive centre located in Dartmouth. The Touch Tank Hut fits into Back to the Sea's larger vision of opening a permanent collect-hold-and-release aquarium in Dartmouth. We are looking for an enthusiastic, curious, and knowledgeable person who has a strong interest in ocean conservation to join our team and help advance our mission.

Summary of Position

Reporting to the Program Manager, the Communications & Events Coordinator will be responsible for coordinating all communication efforts of the Society, including social media, newsletters, website updates, event promotions and more. They will be responsible for maintaining relationships with traditional media and will work with the Program Manager and volunteers to create press releases and help lead events. The successful candidate needs to have some knowledge or experience in Communications and Public Relations. Knowledge of marine animal biology is not necessary, but passion for ocean conservation is a must! Minimum one year of post-secondary education required. A valid driver's license, and spoken and written French is an asset.

Duties and Responsibilities

- Coordinate the Society's communications
- Create content, schedule and plan publications for the Society's social media accounts (Facebook, Instagram, Twitter and TikTok), involving other staff members and volunteers as needed
- Work with the Communications Committee to help guide their work, ensuring the needs of the Society are met
- Ensure website (powered through Weebly) and all tourism accounts (Tripadvisor, Yelp, Google Business) are up to date on a weekly basis
- Complete a review of website performance and work to optimize layout and SEO settings
- Assist the Program Manager with the planning and executing of events, including the Annual General Meeting
- Identify media opportunities, create press releases and maintain relationships with traditional media (TV, radio and print)

- Assist the Program Manger with fundraising initiatives, including donor recognition, maintenance of the Donor Management System (Bloomerang), promotion of events, and other similar tasks. This task will include the creation, launch and maintenance of an important Crowdfunding Campaign

Requirements/Qualifications

- Must be a Canadian citizen or legally entitled to work in Canada
- Minimum one year of post-secondary education, preferably in Public Relations or Sciences
- Must possess knowledge of Public Relations. Knowledge of marine biology will be considered an asset
- Previous experience with event planning
- A positive attitude towards working productively as part of a team while responding to feedback
- Excellent interpersonal communication skills needed to converse with visitors and other organizations, however English does not need to be your first language
- Outstanding organization and time management skills
- Creative, assertive, flexible and proactive in problem solving
- A valid driver's license and access to a vehicle considered an asset
- Spoken and written French considered an asset

Working Conditions

This position will largely work from home. Our team makes use of Slack, Google Drive and Zoom to ensure an organized and positive online working environment. We abide by a "Fun yet Professional" work culture and love to celebrate wins! Candidate must be available to work occasional weekend and evening hours as required by events. Schedule allows for some flexibility with the hours.

Application Process

To apply, submit your cover letter, resume and two references in the form of a single pdf document to Laurel Dykun at info@backtothesea.ca. Applications must follow these guidelines or they will not be considered.

If you require any assistance with the application process, please contact us. Qualified applicants are welcome to send inquiries about the role to info@backtothesea.ca or call 902-817-2007. While we will acknowledge the receipt of your application, only those selected for an interview will receive a second contact.

Back to the Sea is committed to Employment Equity and strives to have a workforce that is representative of the diversity of this country. We encourage applicants from Indigenous People, Visible Minority Groups, Persons with Disabilities, People of the LGBTQ+ community and Women to occupy positions where they are underrepresented. It is the responsibility of every team member of Back to the Sea to embrace a culture that promotes diversity.

Back to the Sea works in the traditional lands of the Mi'kmaq.