



BACK TO THE SEA

Communications Coordinator

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

Position Status: Temporary, 14-15 weeks [Start date in May 2022]

Hours: Full-time [35 hours per week]

Wage: \$15.30/hour

Who can apply: Applicants must be legally entitled to work in Canada in accordance with provincial legislation and regulations. While we encourage all who have the required experience to apply, this position may be funded through a number of summer student programs and may require applicants to be registered for a post-secondary program in the fall of 2022. Please indicate in your application if you will be a returning student and if you are looking to complete a co-op placement (this position fulfills co-op program requirements).

Application Deadline: Wednesday March 30th, 2022 at Midnight.

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

Please note that, if needed, the description and responsibilities below will be adapted to follow public health recommendations for summer 2022.

Reporting to the Program Manager, the Communications 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 Executive Director and other supporting staff and volunteers to create press releases and media events. A large portion of the position also involves acting as a Scientific Interpreter, leading a variety of educational initiatives and programs at the Touch Tank Hut. The successful candidate needs to have knowledge of Public Relations. While specific knowledge of animal biology and local intertidal and subtidal species can be learned on the job, previous knowledge is an asset. Minimum one year of post-secondary education required. A valid driver's license and spoken and written French is an asset. Candidate must be comfortable handling live marine invertebrates and capable of having their hands submerged in water that contains shellfish. This position involves a combination of on-site work and working from home.

Duties and Responsibilities

- Coordinate the Society's communications
 - Create content and schedule and plan all 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
 - Oversee the creation of any online education efforts including Shell & Tell, trivia and other ideas decided upon as a team (working with the Volunteer Coordinator when needed)
 - Ensure staff know their roles with respect to social media
 - Identify media opportunities, create press releases and maintain relationships with traditional media (TV, radio and print)
 - Plan and host events for media
 - May be asked to help with fundraising initiatives, including donor recognition, maintenance of the Donor Management System (Bloomerang), promotion of events, and other similar tasks
- Deliver scientific interpretive programs for a wide range of audiences at the Touch Tank Hut, including the general public, youth groups and persons with disabilities
 - Welcome visitors, provide necessary information and maintain a high level of guest satisfaction through energetic interactions
 - Lead and participate in the evaluation of group programs
 - Communicate animal handling protocols to guests
 - Maintain appearance of building, information panels, hand-washing station, props and materials
 - Perform duties associated with opening and closing the Touch Tank Hut
 - Assist with the admissions process and gift shop sales

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
- Must possess knowledge of Public Relations. Knowledge of animal behaviour, including that of local intertidal and sub-tidal species, an asset.
- A positive attitude towards working productively as part of a team while responding to feedback
- Experience as an interpreter/informal educator experience an asset
- 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 an asset
- Spoken and written French an asset
- Standard First Aid training an asset

- Will be required to complete a Vulnerable Sector Check

Working Conditions

While we are constantly adapting to the state of the pandemic, it is most likely that this position will require a mix of working from home and working on-site. 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! The schedule varies week to week and the candidate must be available to work weekends, holidays and occasional evenings.

Physical Requirements

At the Touch Tank Hut, this position requires standing for extended periods, having your hands in cold salt water on a daily basis and occasionally involves the lifting of heavy water buckets. It may also require walking along coastlines that may be somewhat rugged. The Touch Tank Hut is wheelchair accessible and, should the chosen candidate have any disability that makes the standard nature of this position is not possible, we will work with them to ensure that this position is accessible to them. Candidate must be comfortable handling live marine animals and capable of having their hands submerged in water containing shellfish.

Application Process

To apply, submit your cover letter, resume and two references in the form of a single pdf document to Magali Grégoire at magali@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 magali@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.

The deadline to apply is midnight on Wednesday March 30th, 2022.

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.