



BACK TO THE SEA

Communications Coordinator

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

Position Status: Temporary, 12-15 weeks

Hours: Full-time [35 hours per week]

Wage: \$16.50/hour

Application deadline: March 31, 2024 at midnight

Who can apply: This position is funded through programs that require the candidate to be between 15-30 years old. This position fulfills the requirements of co-op programs.

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 Back to the Sea Centre, a small-scale marine interpretive centre located that abides by a collect-hold-and-release philosophy. 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

In this position, you will be mainly responsible for coordinating all communications efforts of the organization, including social media, newsletters, website updates, event promotions and more. You will also be responsible for maintaining relationships with traditional media and will work with other supporting staff and volunteers to create press releases and media events. You will act as the staff liaison for our communication revamp project, working closely with a contracted digital communications vendor. A large portion of the position also involves acting as a Science Communicator, leading a variety of educational initiatives and programs at the Back to the Sea Centre.

Knowledge and/or experience in Public Relations and/or marketing will be prioritized. 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 remote work from home.

Duties and Responsibilities

- Coordinate the Society's communications, which includes:
 - Creating content, schedule and plan publications for the Society's social media accounts (Facebook, Instagram, X and TikTok), involving other staff members and volunteers as needed

- Working with the Special Tasks Committee to help guide their work, ensuring the needs of the Society are met
- Ensuring the website (powered through Weebly) and all tourism accounts (Tripadvisor, Yelp, Google Business) are up to date on a weekly basis
- Overseeing the creation of any online education efforts including trivia and other ideas decided upon as a team (working with the Volunteer Coordinator when needed)
- Ensuring 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
- Act as a liaison between the contracted vendor working towards website optimization and the creation of strategies for email marketing, paid marketing and social media campaigns and create new protocols to reflect these changes
- Deliver scientific interpretive programs for a wide range of audiences at the Back to the Sea Centre, 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 Back to the Sea Centre
- Assist with the admissions process and gift shop sales
- 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

Requirements/Qualifications

- Minimum one year of post-secondary education, preferably in Public Relations or Sciences
- Knowledge and/or experience in Public Relations and/or marketing will be prioritized
- Have an aptitude for safe work practices and the ability to multi-task in a busy work environment
- Be able to work productively as part of a team while responding to feedback
- Outstanding organization and time management skills
- Excellent interpersonal communication skills needed to converse with visitors and other organizations, however English does not need to be your first language
- Creative, assertive, flexible and proactive in problem solving
- The following are considered assets:
 - Prior event planning experience
 - Experience as an interpreter/informal educator experience

- Knowledge of animal behaviour, including that of local intertidal and sub-tidal species
- Demonstrated interest in future employment in the environmental or clean sector
- A valid driver's license and access to a vehicle
- Spoken and written French
- Standard First Aid training
- Will be required to complete a Vulnerability Sector Check

Working Conditions

This position will require a mix of working from home and working on-site. Our team makes use of the Google suite (Chat, Meetings, and Drive) to ensure an organized and positive online working environment. Back to the Sea abides by a "Fun yet Professional" work culture and we love to celebrate wins! Candidate must be available to work weekends, holidays and occasional evenings.

Physical Requirements

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 Back to the Sea Centre is wheelchair accessible. Should the chosen candidate have any disability that makes the standard nature of this position 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 backtotheseastaff@gmail.com. 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 backtotheseastaff@gmail.com 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.