



Employment Opportunity

Conservation Corps Newfoundland and Labrador (CCNL) is currently seeking a **Communications and Marketing Coordinator (CMC)**. Under direction from the CCNL Management Team, the CMC position will focus on developing and implementing communications and marketing strategies to raise the profile of CCNL. The goal of the CMC will be enhancing and promoting the CCNL brand to a variety of audiences, including youth, community partners, governments, alumni, and supporters. The CMC will be responsible for all branding of the organization, including communications content creation in the form of graphic designs, videos, and written documents.

Tasks/Responsibilities:

- **Coordinating marketing and communication projects:** Creating brand awareness, developing a communications plan, advertising projects (including Google AdWords), and coordinating special events.
- **Creation of marketing content, specifically video and photo content:** Developing promotional materials to ensure the organization is well branded and consistent in online outreach. Regularly utilizing graphic design and video editing software to create materials to release across a range of communications channels.
- **Delivery of press releases and media relations content:** The CMC will be responsible for writing, editing, and distributing regular media releases and advisories on behalf of CCNL.
- **Partnership building and profiling:** Connecting with partners, supporters, alumni, etc. to develop testimonials, promotional materials and references.
- **Maintains and broadens digital marketing outreach:** Including but not limited to website upkeep, social media management (Facebook, Instagram, Twitter, LinkedIn, and YouTube), email broadcast campaigns, blogging and online storytelling, and actively monitoring CCNL's online reputation.

Qualifications:

- Post-secondary graduate in the field of communications, marketing, public relations, business administration, graphic design, videography, or related discipline.
- A minimum of 2 years' experience preferred in a domain related to communications and marketing duties.
- Demonstrated skills in managing independent work, with good ability to plan, organize and set priorities.
- Good interpersonal skills and the ability to build and maintain effective networks and relationships while working as a member of a broader team(s).
- Excellent organization, verbal and written communication skills, including presentation skills.
- Willingness and enthusiasm to speak on camera, conduct interviews, and promote the programs and services of CCNL through public relations initiatives.
- A valid driver's license, access to a vehicle with appropriate insurance, and a willingness to travel.

This position is based on \$40,000 per annum for 35 hours per week. Contract is currently scheduled for 12 months with an anticipated start date of April 24th, 2018.

Please apply with cover letter, resume and three references before **Friday, April 13th, 2018**. Applications to be forwarded by mail, fax, or email to:

Hiring Committee, Conservation Corps Newfoundland and Labrador
Suite 103, 10 Austin Street, St. John's, NL, A1B 4C2
Phone: (709) 729-7266, Fax: (709) 729-7270
Email: applications@ccnl.ca Website: www.ccnl.ca