



JOB OPPORTUNITY—MARKETING AND COMMUNICATIONS SPECIALIST

The Nature Trust is a small, ambitious and highly effective land conservation charity, protecting Nova Scotia's most outstanding natural areas, through private land conservation. We are moving at an ambitious pace to grow our conservation lands and strengthen our public support and volunteer network at the same time.

We are seeking a Marketing and Communications Specialist to help us manage our internal and public communications, telling the story of our conservation work and its place within the context of the accelerating need for environmental protection across the province and the globe. This is a 1-year term contract, with the possibility of extension.

Position Description

Reporting to the Director of Philanthropy and Engagement, the Marketing and Communications Specialist is responsible for marketing and communications support, public and media relations, and promoting awareness of the Nature Trust. The role will provide marketing and communications support for the internal and external needs of the organization and will particularly support fundraising, public awareness (brand recognition), and community outreach.

Roles and Responsibilities

Communications Responsibilities:

- Oversee development and implementation of annual communication, marketing and public relations plans supporting Nature Trust teams.
- Coordinate integrated social media messaging and digital presence. Manage social media channels, including development of content and oversight of coordinated content calendar.
- Develop original content for social media and website, including but not limited to conducting donor and volunteer interviews to create original donor stories.
- Maintain and update Wordpress website; identify opportunities to improve website and overall web presence.
- Prepare news release templates, media advisories, event listings, key messages, backgrounders, briefing notes, articles, and other communication tools.
- Manage media relations activities and responses.
- Support Fund Development team on marketing and communications strategies, including paid/earned media, public relations materials, and communication tools/templates.
- Help implement plans and develop materials to support philanthropic activities such as direct response, special events (virtual and on-site), corporate partnerships/sponsorship activities, major gifts, planned giving and community-based initiatives.
- Prepare monthly/quarterly/annual social media and web traffic reports to inform areas of opportunity and improvements.
- Write copy for internal publications, email, and speaking remarks; provide copy-editing support.
- Oversee media events/announcements/celebration events.

Marketing Responsibilities

- Develop in collaboration with key Fund Development areas (direct response marketing, corporate and community development and planned giving) marketing plans specific to those initiatives.

- Support the development of creative tools and collateral such as invitations, brochures, posters, etc.
- Create branded materials & templates for use at community events, stock presentations, speaking notes, messaging, and other needs, coordinating inputs from team members.
- Oversee brand standards and quality control/brand alignment for all communications, public relations, and marketing.
- Support planning, promotion and execution of other events (such as field events, fundraising events, donor events).
- Collaborate with fundraising colleagues to plan and develop donor communications, stewardship and recognition materials and assets.

Administrative Responsibilities

- Provide content/editing support for grant applications and reports
- Respond to general inquiries and concerns and provide support for team members in such efforts.

Other responsibilities as required.

Application Information

Qualifications and Education

- Post-secondary education in marketing or public relations.
- 2-5 years of experience in marketing and communications/public relations.
- Facility with social media management and up-to-date best practices (including Instagram, Facebook, twitter, LinkedIn, and YouTube).
- Experience in media relations.
- Experience in e-blast writing.
- Experience with Wordpress website management an asset.
- Experience with Adobe Creative Suite (primarily InDesign, Photoshop) an asset.
- Experience working for a non-profit fundraising organization and/or with volunteers an asset.

Job Specific Knowledge and Abilities

- Excellent written and oral communication skills.
- Passionate about the evolving marketing and communications landscape.
- Strong knowledge and understanding of current trends in various marketing and communications and digital media/social media platforms.
- Solid understanding of brand reputation policies, practices and principles and experience working cross-functionally specifically with communications and public relations.
- Excellent project management skills and ability to juggle multiple projects/deadlines gracefully, fostering teamwork amongst colleagues.
- Exceptional eye for detail.
- Comfortable in front of senior leadership, as well as internal and external stakeholders.
- Demonstrated ability to develop and maintain productive working relationships with the media, donors, members, the general public, employees, volunteers, sponsors and other organizations.

Application Process

Please include the following in your application:

1. Current resume.
2. A cover letter clearly articulating your relevant knowledge and experience, why you are interested in the position, what you bring to this position, and why you think the work of the Nature Trust is important.

3. Two writing samples that showcase your writing prowess, relevant to the types of written materials described above (e.g. blog posts, stories, news articles, press releases, etc.). Feel free to send links rather than documents.
4. Names of three references (we will not contact references until after an interview).

Please send your application materials either:

Electronically: employment@nsnt.ca (please send resume, cover letter, writing samples, and references as one document); OR

By Mail: Nova Scotia Nature Trust
P.O. Box 284, Station Main
Dartmouth, Nova Scotia B2Y 3Y3

If you have any questions, please contact employment@nsnt.ca or phone (902) 425-5263.

Start Date

As soon as possible. The search committee will begin to consider potential candidates immediately and will continue until the position is filled.

Due to the anticipated volume of applications, we will only be contacting shortlisted candidates. We greatly appreciate your interest in the work of the Nature Trust!

About the Nova Scotia Nature Trust

The Nature Trust is a non-profit land conservation charity dedicated to protecting Nova Scotia's most important natural areas, through private land conservation. We work with private landowners to permanently, legally protect natural areas through conservation agreements, donations, purchase and bequests of land. We then "steward" these lands to ensure their protection in perpetuity, and provide education and engagement opportunities, giving Nova Scotians the knowledge and tools they need to take an active role in protecting the places they love. With more than 25 years of experience, we have a proven track record in protecting Nova Scotia's natural legacy, with over 18,000 acres of outstanding conservation lands protected across more than 130 conservation sites throughout the province. Be a part of the legacy!