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Communications Specialist, Vancouver

Join the country's best known environmental organization and become a force for good.

The David Suzuki Foundation works through science and education to protect the diversity of nature and our quality of life, now and for the future. With a goal of achieving sustainability within a generation, DSF collaborates with scientists, business and industry, academia, government and non-governmental organizations. We seek the best research to provide innovative solutions that will help build a clean, competitive economy that does not threaten the natural services that support all life. An independent charity with offices in Toronto, Vancouver, Ottawa and Montréal, DSF does not accept direct government grants and is supported with the help of some 40,000 individual supporters across Canada and around the world.

Communications Specialist, Vancouver

We are seeking a creative, innovative and passionate individual with skills in communications, marketing and public relations to join our Communications team in Vancouver. You have a degree in communications, journalism, or equivalent experience, and have at least 5 years professional experience in marketing, media, public relations, or a related discipline. This includes experience in strategic communications planning, media relations and online outreach (including social media). In this integral role, you will build communications plans for the projects you work on and develop content for a number of print and online platforms including blog posts, press releases, op-eds and newsletter articles. You write exceptionally well for a wide range of audiences and media, and are able to understand policy work and communicate it in language that Canadians understand. Your passion for the environment and your ability to clearly communicate science, policy and lifestyle solutions to a variety of audiences will be called into play every day.

h3. Overview:

This is a full-time contract position based in Vancouver through Aug. 31, 2012. This position reports to DSF's Communications Manager in the Vancouver office. DSF offers a flexible work week and competitive compensation.

Responsibilities:

- Collaborates with a variety of project teams to develop strategic communications and marketing plans that include multiple strategies for reaching defined audiences with measurable results. Experience in communications/campaign planning and evaluation is a major asset.
- Creates compelling media pitches to build profile of DSF projects and initiatives in the mainstream, alternative and online press; monitors and analyzes media hits; acts as a liaison between journalists and David Suzuki Foundation staff, managing media requests for interviews and information.
- Develops, writes and edits clear, engaging content for news releases, newsletter articles, op-eds, ads, presentations, media advisories, backgrounders, executive summaries, funder and scientific reports, etc.
- Edits blogs and other communications materials produced by DSF staff and supporters (where relevant).
- Supports development (fundraising) team by helping write and edit grants for prospective donors, and report back to existing funders.

Qualifications

- Completion of a degree in Journalism, Communications, Marketing or related discipline, and a minimum of five years professional communications work experience.
- Demonstrated success in strategic communications planning, objective-setting and execution.
- Experience writing for online audiences is a must, as is familiarity with online communications strategies and tools including social media, SEO, Google Analytics, etc.
- Editorial experience (assignment, copy, web, etc.) is an asset.
- Experience in cause-based marketing and audience engagement strongly favoured.
- Project management experience is an asset.
- Familiarity with social change theories and applications in communications work is an asset.
- Superb English language skills required. French language (or other language) skills an asset.

Application process:

We welcome your cover letter and resume at jobs@davidsuzuki.org by **July 31, 2011**. Your cover letter should explain why you are qualified for this job, outlining both your experience and measurable accounts of your success in communications and marketing. Please quote **job #11020 — Communications Specialist** in the subject line and articulate your interest and how you meet the role criteria.

We recognize the importance of a diverse workforce and encourage applications from Aboriginal Persons, women, members of a visible minority and persons with a disability.

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