

The Allan Brooks Nature Centre's (ABNC) mission is to increase public awareness, appreciation and stewardship of nature in the Okanagan by providing firsthand opportunities to see and learn of the Okanagan's unique and diverse natural history, information programs & displays, and showcasing its natural areas and features, as well as the heritage of the person Allan C. Brooks.

To learn more about Allan Brooks Nature Centre, visit ABNC website: [www.abnc.ca](http://www.abnc.ca)

The **Communications & Events Coordinator** is responsible for the development, implementation and coordination of all ABNC events, marketing and the communications for the organization. This position reports directly to the Board of Directors and works closely with the Communications & Fundraising Board Committee. The Communications & Events Coordinator is responsible for the organization's communications strategy as well as planning, organizing and supporting all public events and community engagement campaigns. This position works together and in collaboration as part of the organization's leadership team (Office Administrator, Volunteer Coordinator and Education Coordinator) to oversee the overall success of the organization and to ensure ABNC's mission is upheld.

The *Communications & Events Coordinator* will be expected to work from the ABNC Centre when the site is in operation (approximately March 15<sup>th</sup> to November 9<sup>th</sup>). The Centre is closed to the public in the off-season but open for staff; however, the option to work from home in the off-season (November to mid-March) is possible.

**Work Term:** Seasonal full-time (35 hrs/week) from March 15<sup>th</sup> through early November and part-time (approx. 10-20 hrs/week) November 1 through to March. Candidates must be available to work regular days and hours, including Saturdays, and the occasional evening, Sunday, or holiday.

**General Responsibilities include:**

- Conceptualize, plan, organize, advertise and manage onsite and offsite events including budget monitoring, training volunteers and emceeing the events.
- Manage and maintain corporate marketing, promotions & communications branding.
- Coordinate organization-wide design, messages and content generation, including electronic and print communications.
- Implement ABNC's digital strategy (website content, newsletters, blogs, social media) and measure its reach and impact.
- Draft media releases, backgrounders, communications. Design graphics for outreach materials, posters, and online communications, including creating viral campaigns, videos and infographics.
- Support fund development initiatives including grant opportunities as well as seek and engage donors, supporters, sponsors and other stakeholders through directed campaigns, partnerships and events.
- Deliver public speaking presentations and live media interviews as required.
- In collaboration with the Board Committee, develop media and marketing strategies for ABNC events, programs, and campaigns.
- Develop a department procedural handbook.

**Qualifications, Abilities and Educational requirements:**

- 2 to 3 years of experience in communications, marketing, fundraising and event planning, preferably in the non-profit sector.
- A degree or diploma in marketing, communications, journalism or similar preferred. Equivalent work experience may be considered.
- Knowledge, understanding and experience working within non-profit, tourism, educational or customer focused organizations is an asset.
- Event planning experience for public events for youth, families and other audiences.
- Exceptional verbal and written communication skills for writing social media posts, press releases, advertisements and communications/marketing materials.
- Confident public speaking and presentation skills for emceeing public events and media interviews.
- Creative and innovative with high attention to detail, good spelling, grammar and proofreading.

- Strong computer skills, MS Office, database management and record keeping skills.
- Excellent graphic design (Adobe Indesign) as well as highly skilled in social media platforms and website updating/management. Photography and video production abilities are an asset.
- Strong interpersonal, conflict resolution and relationship building skills.
- Ability to work well with and engage a diverse group of staff and volunteers.
- Self-directed, highly organized with strong coordination skills. Ability to multi-task, prioritize and problem solve. Able to work independently and with minimal supervision.
- Able to work under pressure and adapt quickly to changing priorities.
- Collaborative leadership and team-oriented work style; able to train, supervise, mentor, motivate and inspire volunteers. Ability to lead, train and supervise numerous volunteers at events.
- Flexibility and willingness to adjust hours to accommodate the needs of the role and ABNC program scheduling needs.
- Passionate about nature, education and working with a great group of people while having fun!

The position requires candidates to:

- have a valid BC Driver's License and be willing to provide a driver's abstract for review
- have or willing to obtain Occupational First Aid Level 1 (or acceptable equivalent)
- provide a Criminal Records Check

**Please apply by emailing** your resume and cover letter '*stating why you would be an ideal fit for this role*' to the attention of **Stacey Davidson** at: [stacey@virtualjobsearchcoach.com](mailto:stacey@virtualjobsearchcoach.com). The **position is available to start immediately** and the posting will remain open until filled. Applications will be reviewed as received and interviews will be held accordingly. **Please state "Communication & Events Coordinator" in your email subject line.**

*Thank you in advance for your interest – we will do our best to reply to all applicants; however, in the event of a high number of applications only short-listed candidates will be contacted.*