



Job Opening

Marketing and Communications Officer (Part-time)

The River Institute is looking for a part-time Communications and Marketing Officer. Reporting to the Program Leader of Administration and Fundraising, the Communications and Marketing Officer is responsible for the implementation of communications activities and strategies for both internal and external audiences, including print and e-communications, professional presentations, web and social media content, with the aim to enhance the brand and reputation of the River Institute. She/he will work closely with the Communications Team in the ongoing planning, implementing and evaluation of communications in all formats and across all platforms to ensure they meet the needs of the River Institute.

Responsibilities include but are not limited to:

- developing content for web and print
- supporting, maintaining and enhancing the River Institute website and social media channels (i.e. Facebook, Twitter, LinkedIn, Instagram, SnapChat, YouTube, etc.)
- ensuring timely linking, re-posting or repurposing of content where appropriate
- monitoring effectiveness of digital and online communications channels
- adjusting marketing and communications tactics as necessary in consultation with the Program Leader of Administration and Fundraising

The incumbent is expected to work independently and as a team member to perform a wide variety of administrative support tasks, all of which contribute to the efficient and professional operation of the organization. The incumbent is expected to have a strong affinity for the goals and mandate of the organization.

General Communications duties:

- Assist in the preparation of the River Institute Annual Report and arrange for graphic design and printing as needed
- Coordinate and maintain social media updates; (i.e. Facebook, Twitter, LinkedIn, Instagram, SnapChat, YouTube, etc.),
- Website production and updates
- Develop communications materials as needed for programs, i.e. flyers, posters, ads, banners, signage
- Create and place advertisements for all events
- Write and distribute media releases

- Work with communications consultant to develop and implement a consistent communications strategy

Communications duties in support of Fundraising and Special Events (River Champions, Speaker Series, Camps, Workshops etc.)

- Assist in production, design, printing and distribution of marketing and communication materials
- Assist in creating a monthly / quarterly e-newsletter
- Support and maintain website for upcoming fundraising events

Qualifications

The ideal candidate will demonstrate at least two (2) years of post-secondary training in Communications/Marketing or a related program.

Other Skills and Competencies:

- Strong interpersonal skills and demonstrated excellence in written and oral communication skills
- Digital media experience
- Ability to communicate in French is not compulsory but is considered a desirable asset
- Flexibility; ability to multi-task, ability to prioritize projects and adapt to changing priorities (some evenings and weekend hours may be required)
- High proficiency in word processing and editing, creating presentations and using Microsoft Office Suite
- Previous work experience in a not for profit setting is an asset

Position type: Part-time contract (21-hr/week, 6 months). Some evenings and weekend work may be required.

Please submit a cover letter and resume, including the names and telephone numbers of three references to:

St. Lawrence River Institute of Environmental Sciences
2 St. Lawrence Drive
Cornwall, ON K6H 4Z1

Attention: Christina Collard, Program Leader – Administration and Fundraising
Or by email to: ccollard@riverinstitute.ca

Please note that the competition may be extended until a suitable candidate is selected. We will consider all applications, however only those selected for an interview will be contacted.