

! Diversity should be valued and celebrated in this world of ours !

Wildlands League is committed to diversity and inclusion within their organization, and has signed on as a collaborative partner in the Environment & Diversity Project, an exciting collaborative initiative led by the Sustainability Network and designed to help the Ontario environmental NGO community consider, develop and implement strategies to better reflect and engage under-represented communities.

Wildlands League seeks an extraordinary individual who brings solid communication skills, media and marketing savvy, web engagement experience, and a sense of style and creativity to the job. The ideal candidate will be equally comfortable creating Facebook and Twitter campaigns, blogging and developing marketing materials as s/he is telling the story of the polar bear. As a campaigner for the On Thin Ice program, s/he will help Wildlands League diversify its audience and position Wildlands League as the place to go to find out about how people can help fight climate change. For more information about On Thin Ice see <http://www.wildlandsleague.org/display.aspx?pid=3&cid=413>

Wildlands League is an Ontario charitable conservation organization based in Toronto. We are widely respected for our science-based conservation approach, working with leading scientists and conservation organizations from throughout North America. We also have a reputation for finding positive and workable solutions to broad conservation challenges through research, communications, outreach and consensus building.

In addition, the traditional conservation community will only succeed with other voices at our side. We routinely engage those not traditionally involved in conservation activities. Therefore, we make it a priority to build partnerships and reach out to First Nations, community environmental groups, progressive industry leaders, northern and remote communities, academia, and youth to name a few of the many important groups.

Position Responsibilities/Tasks:

Responsibilities related to diversifying the organization's On Thin Ice program

- Research, develop and implement an appropriate communication and outreach plan to schools with high percentage of visible minorities, and one ethnic community
- Work with internal team members to execute all communication activities and outreach
- Develop value-added engagement activities for On Thin Ice (e.g. writing/drawing contest or letters to media and government representatives)
- Oversee the writing of press releases, copy for marketing materials, advertisements, and other related material to target audience.
- Work closely with the Development Director to ensure messaging is consistent with overall marketing and communication objectives, and develop key messages for these audiences to communicate our core brand identity
- Manage media relations, research editorial opportunities and build relationships with key ethnic media. Seek media coverage of presentations, contests, events.
- Deliver On Thin Ice presentations
- Create a buzz about the campaign and engage people and expand networks of support through various means such as blogs, YouTube, Facebook and Twitter
- Use new networks and information gathered about participants to feed into membership drives and fundraising campaigns for Wildlands League
- Gather feedback from participants and synthesizing this into recommendations for development of future presentations and campaign activities

Responsibilities related to Wildlands League's overall Environment & Diversity Project initiative

- Work with other staff members and the Sustainability Network to develop a Diversity Action Plan for the organization
- Conduct an organizational diversity audit/assessment
- Document and contribute to the evaluation of the organization's diversity efforts
- Provide monthly reporting to the Development Director. Will include but not be limited to reporting on the status of community outreach, prioritized marketing and communication activities. Reporting will be both historical and forward looking.
- Contribute to the total effectiveness of the department, communicating openly, solving problems proactively, offering creative ideas and working as a positive, engaged team member.

Qualifications:

- Post-secondary education in communications, marketing
- Demonstrated experience in outreach, engagement, animation
- Excellent public speaking and presentation skills
- Love of writing, blogging
- Proficiency in English (written and spoken)
- Proficiency in Cantonese, Mandarin, Hindi, Urdu or Filipino an asset
- Proficiency in other languages also an asset
- Computer and research skills
- An understanding of, and/or sincere interest in, diversity issues in the workplace
- General environmental knowledge, and/or a sincere interest in environmental knowledge

Applicants must fulfill the following eligibility requirements:

- Ability to work flexible hours including some weekends and nights
- Be willing to travel across the GTA
- Salary: \$33,000 over 10 months (possible extension dependant on funding)
- Start date February 1, 2010

This position is partially funded through the Ontario Trillium Foundation and the Youth Eco Internship Program (YEIP)*. YEIP places unemployed people aged 15 to 30 from diverse backgrounds into paid internship opportunities within the non-profit and community services sector in Canada with a focus on the environment. These positions, offered in a wide range of organizations, will help young Canadians learn the skills required to gain and sustain future employment within the sector.

The YEIP encourages applicants from visible minority, Aboriginal, immigrant, refugee and traditionally marginalized communities to apply, and is committed to providing employment supports wherever possible.

*Please note that only those eligible for the Youth Eco Internship Program can be considered for these positions. More information at <http://www.yeip.ca>

To apply: fill in application at www.yeip.ca and indicate your interest in working with Wildlands League and send your cover letter and resume to Sonia Dong, Diversity Project Manager, Sustainability Network, at sonia@sustainabilitynetwork.ca or by fax at 416-979-3936 by December 31, 2009.

Only those candidates short-listed for an interview will be contacted. No phone calls please.