



## Sierra Club Ontario Environmental Outreach Coordinator

### **About Sierra Club Canada Foundation:**

Sierra Club Canada Foundation (SCCF) empowers people to protect, restore and enjoy a healthy and safe planet. SCCF's objective is to protect and restore the health of the natural environment, including communities, by empowering Sierra Club members and its citizens through education, advocacy, and action. At its heart, SCCF is a grassroots organization, with a "think globally and act locally" philosophy. SCCF's framework allows members to actively contribute to environmental causes that concern or inspire them, in a capacity that best suits their capabilities. Engaging with local officials, working collaboratively with local organizations, and a working with a strong volunteer base has allowed us to successfully engage in environmental campaigns that directly benefit both people and the planet.

Locally at the Ontario Chapter, our work mainly focuses on protecting the Great Lakes ecosystem, growing and protecting the Greenbelt, and promoting Green Energy adoption in Ontario. Sierra Club Ontario also works on important local issues, in coordination with individual communities in Ontario.

### **About this Position:**

This is a Canada Summer Job Position, so you must meet these criteria to be eligible for this position:

- be between 15 and 30 years of age at the start of the employment;
- have been registered as full-time students in the previous academic year and intend to return to school on a full-time basis in the next academic year;
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act<sup>2</sup>; and,
- be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

To find out more about Canada Summer Jobs:

<http://www.servicecanada.gc.ca/eng/epb/yi/yep/programs/scpp.shtml>

### **Tasks and Responsibilities:**

Sierra Club Ontario is looking for an energetic, creative, and hardworking individual to help with Chapter outreach and campaign-specific initiatives. The Environmental Outreach Coordinator will be responsible for assisting with both online and offline outreach activities, include digital communications and community outreach. The student will also be responsible

for occasional research and writing tasks specific to Sierra Club Ontario's campaigns, as required.

### **Job Description:**

- Coordinating and organizing campaign-oriented events, promoting attendance for speaker events, promoting public participation in environmental outreach, education and stewardship workshops
- Research and writing materials with an environmental sustainability focus, particularly relating to Sierra Club Ontario's programs in green energy, Greenbelt, Great Lakes, and other local issues like conservation and pollution prevention
- Assist in developing and executing digital communications strategy including website content creation, social media marketing strategy, and membership e-newsletters
- Assist in promoting Sierra Club's membership growth strategy and strengthening member relations through online and public outreach methods
- Assist in recruiting, training, and coordinating campaign volunteers
- Fundraising assistance including identifying grants and sponsorship opportunities, and general administrative support as needed

### **Qualifications:**

- Desired educational background in: environmental science, environmental studies, public policy, sustainability, biology, geography, and marketing and communications or media
- Experience in community outreach, research, writing, marketing, and/or fundraising
- Computer skills especially GIS, graphic design (Adobe Creative Suite), and web development an asset
- Experience in Sierra Club Ontario's priority campaign areas (Green energy, Great Lakes/water, and Greenbelt/conservation) considered an asset
- Exceptional organizational and time management skills
- Ability to work well both independently and in a team
- Ability to think critically and creatively to solve problems
- Ability to pay strong attention to detail
- Multilingualism would be an asset

**This is a full-time position - 30 hours per week for a total of 9 weeks. Position ideal start date is June 12<sup>th</sup> 2017.**

**Deadline to Apply: 11.59pm (Eastern time) on Friday, May 26th 2016.**

**Sierra Club Canada Foundation is committed to creating a diverse work environment and is proud to be an equal opportunity employer. To apply, please send your resume and cover letter in one document to: [ontariochapter@sierraclub.ca](mailto:ontariochapter@sierraclub.ca), with the subject line "Canada Summer Jobs – Environmental Outreach Coordinator application".**