

Position Description: Digital Communications Specialist

Position Location: Vancouver or Victoria preferred | Ottawa and Toronto considered

Date Posted: March 12, 2020

Deadline: March 29, 2020

About This Job

The Digital Communications Specialist is responsible for creating and curating engaging digital content for social media to help build awareness and support for clean energy solutions. The role requires social media, analytical, graphic design, writing, time management, and ideally video editing skills. Experience working for a non-profit, in a newsroom, within the clean energy sector, or for a government or political party is ideal.

The Digital Communications Specialist reports to the Communications Manager and works collaboratively with the other members of the Clean Energy Canada team.

Responsibilities

The Digital Communications Specialist will be expected to:

- Manage and update Clean Energy Canada's social media accounts.
- Stay on top of political and energy news, both to drive content and for your own contextual awareness.
- Regularly track the performance of our social media accounts, our videos, and our website.
- Run and report out on social media audience testing (A/B tests, etc.).
- Create simple social media postcards and GIFs.
- Create basic, short videos for social media (strong videographer skills would be an asset).
- Work with video contractors for more complex or out-of-province videos.
- Design our reports (preferred) or else work with our design firm, managing staff feedback and version deadlines.
- Act as our point person for all web issues, including uploading content and working with our web developer when problems arise.
- Occasionally help design and send out wide-reaching emails (Mailchimp).
- Occasionally support other staff with presentations and templates.

Qualifications and Skills Required

- An undergraduate degree preferred, with at least two years of professional experience in communications, digital content development and marketing, online organizing, or journalism.

- Demonstrated experience developing, executing, and evaluating social media campaigns, including working in Facebook Ads Manager.
- Proficiency with Adobe Creative Suite (Illustrator, Photoshop, InDesign), Microsoft Office suite (Word, Outlook, PowerPoint), and video editing software.
- Experience updating website content using WordPress or a similar CMS (front-end only).
- Demonstrated expertise project managing creative and/or communications projects.
- Proven time management skills and experience juggling competing deadlines and priorities.
- Impeccable English spelling and grammar, adhering to Canadian Press style conventions.
- An academic/journalistic level of discipline when communicating facts and numbers.
- An openness to feedback and collaboration.
- The ability to work independently and self-direct.
- A passion for change and taking pragmatic steps to get there.

Compensation

Clean Energy Canada offers a competitive non-profit salary, vacation, and a health benefits package.

How to Apply

If you think this position sounds like a great fit for you, please submit a cover letter, resume and a sample of your work demonstrating your digital/creative content production skills and experience running digital campaigns to jobs@cleanenergycanada.org, following these instructions:

- Your resume and cover letter must be submitted as one PDF file and named in this format: LastName_FirstInitial_CEC_Communications_Specialist_Application_2020.pdf
- Cover letters should be no more than two pages, enclosed with your resume (not simply pasted into an email) and addressed to Trevor Melanson, Communications Manager.
- Work samples can be submitted digitally or in PDF format. Please include any links to digital content on a separate page in your application, not in the body of your application email.

Clean Energy Canada is an equal-opportunity employer. While we appreciate all expressions of interest, only those applicants selected for an interview will be contacted.

Application Deadline

Applications will be accepted until **Sunday, March 29, 2020**. The process will move quickly after that with an ASAP start date.

About Clean Energy Canada

Clean Energy Canada is a program at the Morris J. Wosk Centre for Dialogue at Simon Fraser University. We work to accelerate Canada's transition to clean and renewable energy systems. Leading-edge communication has been a pillar of our success to date and is one the reasons thought leaders turn to Clean Energy Canada for the policy analysis, data and insight they need to better understand and advance Canada's energy transition.

Our team is small but mighty. We strive to be innovative, collaborative, data-driven and responsive to shifts in the political and policy landscape. We work in a fast-paced environment where clear and engaging communications matters and where each individual's contribution counts.