



Position title: Content co-ordinator

Posting date: June 26, 2018

Closing date: July 30, 2018

THE POSITION: You are web savvy, live for social media, and love crafting killer content. You find yourself seeking new ways to inspire people to explore the great outdoors and take action on environmental issues in their own backyard. You are interested in combining your passion for nature with your communication skills. If this sounds up your alley, we'd like to meet you! Y2Y is seeking a content co-ordinator to support general organizational outreach, especially digital communications. This exciting position is suited to someone interested in combining their skills in engagement, communication and writing with their passion for wildlife, nature and the environment to inform a variety of audiences on various social platforms about the importance of Y2Y's work in large landscape conservation and specific program areas.

ABOUT THE ORGANIZATION: The Yellowstone to Yukon Conservation Initiative (Y2Y) is a joint Canada-US not-for-profit organization with a mission to connect and protect wildlife habitat from Yellowstone to Yukon so people and nature can thrive. Y2Y takes a scientific approach to conservation and is upheld as a global leader in large landscape conservation. Please see y2y.net for more info.

THE REGION: The Yellowstone to Yukon region stretches some 3,200 kilometres from Yellowstone National Park to Canada's Yukon. Our vision is an interconnected system of wild lands and waters stretching from Yellowstone to Yukon, harmonizing the needs of people with those of nature. Campaigns are currently running in Montana, Idaho, British Columbia and Alberta, so a broad knowledge of these areas and some of the challenges they face environmentally is useful.

PRIMARY DUTIES AND RESPONSIBILITIES: The content co-ordinator will create materials for various formats, including social channels, to help inspire and engage Y2Y's supporters. This position will report to Y2Y's communications and digital engagement manager at the head office in Canmore. The position will include interacting and collaborating with other staff members who work in the head office and remotely to source content.

The principal tasks and responsibilities for this position include:

- Work collaboratively with colleagues and partner organizations across the Yellowstone to Yukon region;
- Produce, maintain and publish compelling content to inspire and engage our supporters over various platforms including newsletters, website, and social media channels;
- Write newsletter articles, adjust website copy;
- Draft advocacy emails;
- Measure and track analytics;
- Monitor and engage supporters in conversations about conservation concerns on social media;
- Increasing public awareness and appreciation of large landscape conservation and Y2Y's vision and goals;
- Perform other related duties as opportunities arise.

QUALIFICATIONS:

- At least a year of professional experience;
- Academic background in environmental studies, biological sciences, public relations, marketing, journalism or communications;

- Have an eye for news applicable to Y2Y's themes and regions of interest and to unearth organizational stories that will inspire our supporters;
- Show an imaginative streak through creation of great shareable content (including written, video, photographic, graphic, audio and more);
- Be curious and exercise your journalistic streak and demonstrate written and oral communication skills. Bonus points if you're a great storyteller;
- Ability to work independently and creatively;
- Passion for the wild spaces, wildlife, and people of the Yellowstone to Yukon region;
- An interest to dive deep on analytics and data to find out what's working and what's not.

ASSETS:

- Professional experience in marketing, social media advertising or copy writing;
- Entry-level knowledge of HTML or CSS;
- Knowledge of North American conservation organizations;
- An interest in science communications, environmental issues and the geography of the Yellowstone to Yukon region;
- Proven ability to work to ever-changing and shifting priorities and deadlines;
- Experience with advocacy or engagement tools particularly Nationbuilder and New Mode;
- Great grammar, knowledge of Canadian Press style and translation to plain language;
- Graphic design skills in Adobe Creative suite, particularly InDesign and Photoshop.

TERMS OF EMPLOYMENT:

This position will be based at (or include regular travel to) Y2Y's Canmore, Alberta headquarters in the heart of the Canadian Rockies in a typical office setting. This is a one-year position with the possibility of extension. Salary includes access to our excellent set of benefits. Yellowstone to Yukon Conservation Initiative is an equal opportunity employer and we particularly welcome applicants with diverse backgrounds and experiences to apply.

TO APPLY, SEND BY E-MAIL:

A cover letter and a resume with title formats as follows:

“(Last Name) (First Name)” - Cover and “(Last Name) (First Name)” - Resume

Email: catherine@y2y.net

Attention: Catherine Pao, finance and human resources manager

Subject: “Your Name” – Application for Y2Y content co-ordinator position

Applications will be accepted until midnight Sunday, July 30, 2018. Writing samples or portfolios are welcome in your application package. No phone calls please. We thank all applicants but only those candidates selected for an interview will be contacted.