

Job Description: Communications Coordinator

Updated: October 2023

Overview

Manitoba Association of Watersheds (MAW) is a registered charitable organization that supports Manitoba's 14 watershed districts in protecting our water, land, habitat, and climate. Our vision is to enable all stakeholders to enhance our environment for future generations by supporting sustainable management practices. We do so by supporting the watershed districts through advocacy, communications, administration of joint funding projects, and more.

MAW is hiring a full-time Communications Coordinator to work out of our Winnipeg office. Reporting to the Executive Director, the focus of this role is to:

- a) Increase awareness of watershed district programming including Growing Outcomes in Watersheds (GROW), Prairie Watershed Climate Program and other available watershed-based programs and MAW-led projects.
- b) Promote, and support delivery of, the work done by MAW on behalf of the watershed districts, including the annual Manitoba Watersheds Conference, The Current magazine, social media and website, and more.

This role is ideal for creative thinker seeking to establish and support a strategic communications plan. Help MAW tell the stories of our Watershed Districts members – focusing on growing awareness of the programming available to local farmers and landowners throughout Manitoba. There is no shortage of opportunity to celebrate the progress of projects as we amplify the call to action for greater awareness of and participation in the unique programs available within each Watershed District.

The position will start as soon as possible and run to June 30, 2024, subject to continued funding, strong performance, and any changes in the skillset needed.

Qualifications

- Completion of post-secondary in communications, marketing or business
- Sales and marketing experience is an asset
- Experience in creating and coordinating public facing print and digital communications platforms, and driving social media
- Demonstrated oral and written communications skills and a high level of creativity and problem-solving skills.
- Administrative skills to track progress and develop key reports
- Ability to build relationships with key media contact, and identify opportunities to proactively pitch brand and corporate stories through communications channels
- High attention to detail and quality with exceptional proofreading and editing skills
- Assist in developing and organizing workshops, meetings, ceremonies and other events for publicity, fundraising and information purposes
- Experience with InDesign, Illustrator, Photoshop, MailChimp, SquareSpace is an asset.
- Experience working in a non-profit or charitable organization is an asset.

Duties

- Assist in developing and coordinate implementing a comprehensive, cohesive communications strategy in support of MAW and the Watershed Districts
- Coordinate and execute said strategy, serving as content lead on all materials including article development (copy writing and editing), press releases, earned media coverage (print, radio, TV, web, podcasts), social media posts, email blasts, printed pamphlets to local ratepayers, presentations, focus groups, speaking opportunities, and potentially paid advertising
- Coordinate delivery of the GROW communications plan
- Provide communications support and delivery to MAW projects, under the guidance of the Project Manager, including but not limited to: Prairie Watersheds Climate Program and Living Labs Manitoba
- Assist in coordinating annual Manitoba Watersheds Conference, including duties related but not limited to communications and promotion, administration, speakers, sponsorship and tradeshow
- Assist in coordinating outreach events targeted key demographics
- Update and ongoing management of MAW's website and social media
- Generate sponsorship and advertising opportunities to support MAW's operations and goals
- Support MAW's other work as needed, such as the annual conference, magazine, project funding administration, etc.

The position will work from MAW's Winnipeg office which is open Monday-Friday, 8:30am - 4:30pm. There will be occasional travel throughout the province. Driver's license is required.

Please submit your resume and cover letter to office@manitobawatersheds.org by 4:30pm October 27, 2023. Only candidates being considered for interviews will be contacted.