

Job Title: Communication Officer

Date Prepared: January 2024

TLC The Land Conservancy of BC is a charitable, membership-based land trust working to protect British Columbia's biological diversity. We are currently seeking a Communication Intern to provide support while gaining experience working in the non-profit sector to promote events, fundraising initiatives, and the organization in general.

Position Overview:

The Communication Intern will work with TLC's team to implement comprehensive communication strategies for TLC projects. This will include contributing to TLC's website, social media accounts, and designing/producing promotional material (print and digital). The Communication Officer will also participate in covenant monitoring, restoration initiatives, special events and fundraising activities.

Desired skills

- Strong writing and presentation skills
- Photography, videography, and graphic design skills.
- Proficiency in Microsoft Office, graphic design software and photo/video editing software (e.g., Adobe Photoshop/InDesign/Premiere Pro, Canva, etc.),
- Understanding of the nature of the web, technology, and digital trends to engage audiences.
- Experience with social media and Wordpress websites.
- Experience working/volunteering in environmental or conservation fields.
- Ability to work outside (sometimes in remote areas) in various conditions for extended periods of time.

Duties and responsibilities:

- Recording photos/videos/audio content during events, site visits, etc.
- Developing printed and digital communications materials that are consistent with TLC branding, including:
 - Creating social media posts for TLC's Facebook, Instagram, Twitter & YouTube profiles.
 - Writing blog posts for TLC's website.
 - Manipulating photos and developing graphics for digital and printed posters, brochures, pamphlets, forms, TLC website, social media etc.
 - Editing video footage, subtitling, manipulating audio files.

- Printing, scoring/cutting, and other tasks related to the assembly of printed communications materials.
- Implementing TLC’s Communication Strategy including:
 - Assisting in the creation and fulfillment of production schedules
 - Monitoring media coverage of TLC and issues relating to TLC’s interests and activities.
 - Recording and interpreting analytics data to expand TLC’s reach and engagement.
- Participating in the planning, development and implementation of events, and campaigns.
- Participating in on-site monitoring visits to TLC’s covenant portfolio in Greater Victoria (and potentially further afield), including:
 - Collecting geographical data and create maps using GIS software.
 - Identifying species within the Coastal Douglas-fir (CDF) biogeoclimatic zone.
 - Compiling site observations and assisting with annual monitoring reports.
- Maintaining records and files as necessary to fulfill the duties of the position.

Interested candidates should e-mail their resume and cover letter, with “Communication Officer” in the subject line to admin@conservancy.bc.ca by April 1 at 9 a.m.

Hourly wage rate of \$20.00/hour. This is a full time, summer position based on 35 hours per week for 8 to 13 weeks dependent on funding. Due to Canada Summer Jobs funding stipulations, applicants must be between 15 to 30 years of age. Anticipated starting date May 6, 2024.

We thank all applicants however only those shortlisted will be contacted.