

# Cows and Fish

Alberta Riparian Habitat Management Society

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## **Communication Coordinator Job Advertisement**

The Alberta Riparian Habitat Management Society, also known as "Cows and Fish", is a non-profit society striving to foster a better understanding of how improvements in grazing and other management of riparian areas can enhance landscape health and productivity, for the benefit of landowners, agricultural producers, communities, and others who use and value riparian areas. Cows and Fish is committed to supporting stewardship of the landscape through education, work with partners, community-driven approaches, and application of sound science and practical management tools. Given the growing size of our organization and complexity of communications, this new Communication Coordinator position will help coordinate and support delivery of many aspects of our communication, outreach, and engagement efforts. Strong communications build a foundation upon which the awareness and education, hands-on projects, and evaluative work - in other words the daily work of our team - can be completed more efficiently and effectively.

As part of Cows and Fish, a self-directed and motivated person will provide: provincial support to other team members through expertise in effective science-based communication and education; update, coordinate, and oversee our Communication Plan implementation; and coordinate, curate content for, oversee, and deliver our digital and social media plan. This position will provide training, support, continuity, and consistency for the Riparian Specialist's work, who deliver much of the awareness and outreach work. You will also take part in coordinating and implementing community based events, supporting riparian health and management extension, including recreation management, grazing, and other land uses, with communities, riparian landowners and livestock producers, and municipalities.

### **Qualifications:**

You must have demonstrated strong interpersonal and written communication skills, as well as experience with social media use, website design and maintenance. You will have graduated with communications related education and have at least 5 years of experience focused on a broad range of communications skills and experience. Experience related to environmental science, conservation or range ecology expected. Experience with internal and external communications in order to position Cows and Fish as experts and leaders in riparian health management is expected. Proven experience building brands, curating relevant content, creating campaigns (awareness and social action), and creating digital/social media strategies. Skills in issues management, social media, event planning, and working with sector partners are an asset.

### **Job details:**

This position will be part-time (0.5 FTE). The position is anticipated to be 3 years, but it is funding dependent (as are all of our positions). Travel will be expected (once COVID protocols do not prevent it), for training, internal meetings and interactions, as well as some assistance in delivering events. Location should be within or near one of our main offices: Lethbridge, Calgary region or Edmonton. At this time, we expect the candidate will provide a home office

For full job details visit: <https://cowsandfish.org/about-us/job-opportunities/>

**Compensation and Benefits:**

Monthly salary is based on a 20 hour work week, and pay scale range \$2,087-2,441 per month. Cows and Fish has a health benefits package that is cost-shared by the employer and employee; opting out is possible for those with spousal/partner benefits.

The first month (minimum) of employment will be extensive training and mentoring activities with various staff throughout the province, which may include travel if public health guidelines permit. In addition, up to one week of required riparian health and related training will be held, including the first week of June, requiring staying overnight at the training location during those week days. Additional training, also away from the office location, should also be expected.

**Job Duties:**

The Communications Coordinator will work with other staff Specialists and Executive Director to support a provincially based program, which focuses on awareness, team building, tool building, community based action, and monitoring, to encourage landowners, land users, and their communities and to voluntarily develop and adopt improved and sustainable riparian management objectives in Alberta by way of:

Key responsibilities are to cooperatively create and implement communications plans that engage stakeholders and encourage participation and advocacy to increase riparian health in Alberta.

- Using 2020 Communication Strategy & Audit, update and simplify prior Communication Plan, ensuring alignment with our Strategic Plan, to help build brand consistency and establish Cows and Fish 'Voice'.
- Working with other Specialist staff, ensure consistent key messages are provided during interactions with media, general public, community groups, and landowners, and oversee and coordinate the implementation of standardized templates/formats including Style Guide.
- In consultation with other Specialist staff, participate in the creation of Cows and Fish extension materials and awareness materials.
- Oversee content development for all formats, but particularly online (website and social media), written, and digital, with limited input or involvement for in-person and live delivery of content.
- Edit and contribute to written materials, video and audio and online content – be able to edit for intended audiences and formats, and move into generating content, particularly written material.
- Curate and schedule the delivery of content, including social media posts and other digital media. This will include planning, creating, and managing delivery of our newsletter (4/yr) and e-newsletter/bulletin board (likely monthly).
- Coordinate some communication education events, particularly those of provincial/strategic nature, but support, through other aspects, local and regional events, which will be led by other staff

- Work with contractors on video or design/illustration work as needed to meet intended outcomes.
- Manage incoming requests from external sources, for reusing or repurposing Cows and Fish copyrighted materials—images, illustration, and written or other materials.
- Establish connection to ‘traditional’ media—online, newsprint, radio, etc (including stories, news/ press releases)
- Provide oversight and review analytics from online or media content regularly to evaluate impact and success, and then direct and/or adjust content and implementation work.
- Develop and oversee Ambassador program

We thank all applicants for their interest. Only individuals selected for interviews will be contacted. We strongly encourage you to see our web site for a detailed job description.

**Hiring details:**

Position will ideally begin early February 2021, although other start dates will be considered. Candidates must have a valid class 5 driver’s license, be willing to travel (with long days), including overnight away from home and work outdoors in a field setting.

**Applications must include** a cover letter, resume, references and two samples of written work. **Please submit all application components as 1 digital file.**

**Submit applications by January 15, 2021 to [jobs@cowSandfish.org](mailto:jobs@cowSandfish.org)**

Cover letters addressed to:

Norine Ambrose, Executive Director

Cows and Fish

2<sup>nd</sup> Floor, Avail Building, 530-8<sup>th</sup> St. S.

Lethbridge, AB T1J 2J8

Questions regarding the position can be sent to [jobs@cowSandfish.org](mailto:jobs@cowSandfish.org).

Candidates selected for interview will be expected to provide a short but Cows and Fish specific media campaign pitch that includes a social media component (including who, how, and what will be done, with actual content).