

Job Posting
Communications Specialist

Date open: July 26, 2023

Closing date: When filled

Salary: Negotiable and commensurate with experience

Approximate range: \$63,000-73,000 per year, plus benefits and competitive vacation policy

Job type: Full-time, permanent

Start Date: As soon as possible

Location: Anywhere in B.C. where salmon are present



Put your skills to work for B.C.'s wild salmon and the people and wildlife that depend on them.

Watershed Watch Salmon Society is a respected and influential non-profit organization that promotes wild salmon and watershed conservation in British Columbia. For 25 years we have been boosting habitat protection and restoration, sustainability in salmon fisheries, reform of B.C.'s salmon aquaculture industry, and the implementation of the laws and policies that protect wild fish and the waters they swim in. We are a federally registered charity with a strong track record as a science-based watchdog, working with diverse allies and rallying the public to protect wild salmon and watersheds in B.C. Our team members are located throughout Vancouver Island and the Lower Mainland, and we have an engaged base of supporters across the province.

[Web](#) | [Facebook](#) | [Twitter](#) | [Instagram](#)

Affiliated campaign sites:

[CodeBlue BC](#) | [Safe Salmon](#) | [Heart of the Fraser](#) | [Alaska's Dirty Secret](#)

The Communications Specialist will support our small team in all aspects of public communications, to multiple audiences, and through multiple platforms.

You are a highly proficient communicator with a strong conservation ethic and connection to B.C. watersheds and wild salmon. You want to use your skills to inspire British Columbians to join you in defending our home waters and salmon runs. You excel at grasping complex concepts in ecology and resource management and weaving them into compelling stories for public audiences. You have a well-developed theory of audience and can work across multiple platforms, tailoring your messages to diverse groups of people regardless of their geography, politics, ethnicity and literacy. This job is perfect for an experienced journalist who is versed in

the ecology and management of wild salmon and their habitats in B.C. For this position, we would also hire a salmon science or policy expert with exceptional communication skills and experience. This job would NOT be suitable for a marketing professional with minimal knowledge of salmon-related issues.

Qualifications

- Formal training and/or experience in communications or a related field.
- Knowledge, experience, and dedication to elevate public understanding of the issues Watershed Watch works on, and grow and engage our support base;
- Strong conservation ethic and understanding of the cultural, social, and ecological importance of wild salmon and fresh water to British Columbians;
- Exceptional writing and storytelling skills with experience in key formats and forums (print, web, traditional media, social media, etc.);
- Proficiency with social media (Facebook, Instagram and Twitter) content creation, management, and audience development and engagement;
- Proficiency in dealing with news media (writing and managing press releases and media events; pitching stories to journalists);
- Proficiency in managing multimedia content (photo, video) and able to work with content providers (designers, filmmakers, photographers, etc.) to produce hard-hitting material;
- Competent working knowledge of how advocacy campaigns are won and lost;
- Ability to relate to, and engage with the wide array of people who make up B.C.'s wild salmon constituency;
- Working knowledge of salmon conservation and management issues and their socio-political context;
- You are a strategic, independent, rational thinker and creative problem-solver who seeks out evidence when forming opinions and making decisions;
- You can work collaboratively to plan and execute projects (set and achieve realistic goals, manage multiple concurrent projects through prioritization and scheduling, and adapt to changing circumstances);
- You are not afraid to give or receive constructive criticism;
- Ability to occasionally work on evenings or weekends, when needed;
- You know, or can quickly learn, how to use the following digital tools: Google Drive and Docs, WordPress, Mailchimp, NationBuilder, New/Mode.

Responsibilities:

- Develop and maintain a robust working knowledge of the issues we work on.
- Work with Watershed Watch staff and external colleagues to develop, refine, and execute campaign-specific strategies, ensuring that communications are well aligned with and support our strategies.
- Plan, create and edit communications for specific campaigns and the organization as a whole, in collaboration with staff and external allies and contractors.
- Manage the development and delivery of content (social media posts, emails to our followers, media releases, blog posts, short videos, op-eds, talking points, etc.), frequently “taking the pen”.
- Ensure that our communications increase our public profile and list of followers and supporters.
- Work with other staff to grow, engage and mobilize our supporter base in service of our campaigns.
- Identify and manage public messaging opportunities.
- Monitor, analyze, and report to staff on communications-related metrics and data, working with staff to continually improve the reach and impact of our communications.
- Manage our social media platforms.
- Ensure that the content and tone of all messaging are effective, appropriate, and aligned with our strategies, organizational culture, and positions on key issues, and are also legally compliant (e.g. with Revenue Canada’s regulations for registered charities).
- Assist with our weekly Salmon News distribution.
- Monitor social and news media and report coverage of Watershed Watch and other relevant items to staff.
- Assist with the development and distribution of marketing and engagement materials such as printed handouts, public display materials, and branded merchandise.
- Manage Watershed Watch’s photo and video library.
- Identify capacity shortfalls in our ability to implement our communications plans, and work with staff to find solutions.
- Assist with the occasional development of grant proposals and reports.
- Manage your diverse and demanding workload through prioritization, scheduling, and frequent consultation with the Executive Director.

To Apply:

Please email your resume and cover letter to Aaron Hill, Executive Director at admin@watershedwatch.ca with “Communications Specialist” in the subject line. When submitting your application please name and save your attachments with your first and last

name in the title, such as: "Ann_Smith_Cover_Letter.pdf."

Watershed Watch is an equal-opportunity employer and does not discriminate based on race, nationality, ethnicity, religion, political belief, age, gender, sexual orientation or class. All applicants must be legally authorized to work in Canada.

Only short-listed candidates will be contacted for interviews. No phone calls, please.

What others say about Watershed Watch:

"Watershed Watch is an important ally for First Nations peoples in our continued struggle to safeguard wild salmon. The science provided is second to none and advocacy and support for First Nations is Five Star Gold Medal category. They are the organization I turn to every time I need science to support our work for the Kwikwasut'inuxw Haxwa'mis First Nation, Union of BC Indian Chiefs and the First Nation Wild Salmon Alliance." — Chief Robert Chamberlin, elected Chief Councillor of Kwikwasut'inuxw Haxwa'mis First Nation, First Nation Wild Salmon Alliance (2017)

"Watershed Watch is one of my favourite groups and what they have achieved over the past 25 years is amazing!" — Vicky Husband, renowned conservationist, supporter and senior advisor to Watershed Watch, and recipient of the Order of Canada and Order of B.C.

"We support Watershed Watch because they are one of the most effective conservation groups in B.C. They stand out for tackling the threats to wild salmon with a combination of expertise and grassroots energy that gets results. Their work is important because the whole ecosystem benefits from getting more salmon into their home rivers and keeping those rivers healthy." — Yvon Chouinard, founder of Patagonia and 1% For The Planet.