

Volunteer Position: Families For Change Communications and Engagement Coordinator

Location: Work is mostly done by remotely from your own preferred location, but being in the Greater Toronto area or in Eastern or Southern Georgian Bay will be important on occasion.

Optimal Time Commitment – 4-5 hours a week for 9 months. Excellent experience for a future marketer, project manager, or community activist.

Help Georgian Bay Forever recruit and engage families who live, work and play in, on and around Georgian Bay – the sixth Great Lake - to participate in Families for Change (F4C), a new program designed to educate people about climate change and steps they can take to help combat the effects of climate change and other pollution on the Bay.

Project Details

An overall communications plan to launch and attract F4C - Phase II and III participants, including and website and standard print page/copy, social media, standard presentation, and potentially media relations.

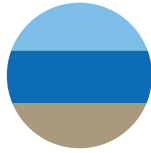
Ongoing liaison with F4C participants to acknowledge their efforts, keep them motivated and engaged, and to share their learnings with others

Developing and executing various promotional pieces, i.e. information kit, call for participants, e-blasts and social posts (Facebook, Twitter, Instagram), and website copy

Respond to participant inquiries and questions, provide regular updates (email, social, face to face, telephone)

What We Have in Place

- Content support from Education Committee
- Communications Director to provide guidance
- Volunteer Graphic Designer to provide support
- A Wordpress website (www.georgianbayforever.org), social channels, Constant Contact email platform
- Previous lists of tasks families can do to help combat climate change and other pollution.
- A mailing list of participants and results from F4C – Phase I



Protecting your water.

F4C Over-all Plan and Milestones

- Mid - February 2020 – Communications Plan draft and finalization for Phase II
- February to April 2020– Execute Communications Plan Phase II, ending with wrap up of Phase II
- Feb – May 2020 – Work with Education Committee and Communications Director on Content for Phase III
- May – Sept 2020 - Execute Communications Plan Phase III, ending with wrap up of Phase III

Details/Tags

Georgian Bay Forever
CAUSE – Environment Public Education

SKILLS –

- Required - A passion and curiosity about helping drive solutions around bigger pollution issues that impact Georgian Bay
- Required - Experience with posting on social media (Facebook, Twitter, and Instagram)
- Required - Interest and experience in writing articles (Communication)
- Required – presentation skills to group audiences and an ability to communicate one-to-one in an encouraging manner.
- Experience in helping drive a community project, and or working with volunteers
- Additional consideration given to
 - Preferably email platform experience (whether with Mailchimp, or Constant Contact or other), but if not a willingness a learn
 - Preferably website platform experience (whether blogging, or with content platforms like Wordpress). If not a willingness a learn
 - Project management experience would also be an asset
 - Experience with the media

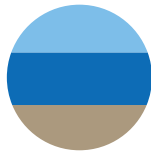
REQUIRED TOOLS

- Your own computer, smart phone, access to WIFI

Availability

- Work mostly remotely at your own preferred location, but being in the greater Toronto area or in Eastern or Southern Georgian Bay for occasional face-to face meetings with GBF staff or Families For Change participants or potential participants will be important.
- 4-5 hours/week for nine months

GEORGIAN BAY FOREVER



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How Your Work Will Help

Your work will result in more families participating in the program and more individual acts of green to help combat climate change and other pollution problems. It will also free up GBF staff to plan and implement other critical projects that will also help protect the waters of Georgian Bay.

How to apply

Please email heather.sargeant@gbf.org with the title: F4C Volunteer Coordinator, and a resume or 1 page document on your relevant skills qualifications

About the Org

Causes

Environmental Protection
Public Education

Our Mission

Georgian Bay Forever funds and supports scientific research and education that protects and enhances the waters of Georgian Bay, as part of the Great Lakes.

What We Do

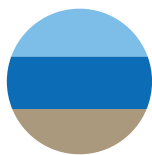
Georgian Bay Forever is a charity dedicated to scientific research and public education on Georgian Bay's aquatic ecosystem.

Our mission is to protect, enhance, and restore the aquatic ecosystem of Georgian Bay by funding accredited research on water levels, water quality, and ecosystems; by educating the public and governments on issues regarding the environmental protection, conservation, the safety and preservation of the water and the natural features of the Georgian Bay area of Ontario; and by enhancing the public's appreciation for their environment.

We believe that water is a common heritage and fundamental human right essential to life. It should be preserved and made accessible to all, today and in the future. We value the concepts of transparency, integrity, creativity, trust, and sharing. Everything we undertake is done with respect for the members of the varied communities we serve.

Georgian Bay Forever is a registered Canadian charity (#89531 1066 RR0001). We work with the Great Lakes Basin Conservancy in the United States, as well as other stakeholder groups all around the Great Lakes.

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