



Watersheds
C A N A D A

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Digital Engagement Technician

May 4, 2022

Job Title:

Digital Engagement Technician

Reports to:

Communications and Fundraising Manager

Position Location:

Remote

Length of Contract:

TBD (depending on funding)

Pay Scale:

\$18.00 /hr

Position Purpose:

Watersheds Canada is looking for a dynamic clean technology and digital skills member to join our team and collaboratively develop and implement a sustainable freshwater education and outreach

Your Lakes. Your Rivers. Your Future.



campaign leading up to World Water Day 2023. This campaign will provide digital education tools and action opportunities for stakeholders across the country to protect their lakes, rivers, and shorelines. In particular, waterfront community groups, municipalities, planners, students, Indigenous groups, teachers, and shoreline property owners will receive online toolkits created by the candidate and the Watersheds Canada team. You will develop your digital skills and soft skills as you deliver an outreach campaign to engage and equip individuals and community groups as they prevent and reduce pollution, overland runoff, and warmth from entering and degrading freshwater sources. This position will especially focus on community action and engagement organizing to reach new communities and individuals not currently participating in Watersheds Canada programming.

Through this position, you will build upon many of Watersheds Canada's online and technology-based programs, such as the Natural Edge shoreline renaturalization program which uses native plants and technology to restore and protect shorelines across Canada, and the Planning for our Shorelands project. You will be responsible for developing and delivering a digital, science-grounded outreach project for people to utilize to prevent and eliminate possible degradation of the terrestrial and aquatic environment in their own communities and along their property. You will contribute to the stewardship and outreach work at Watersheds Canada by working to raise awareness of water stewardship principles and climate change environmental impacts on lakes, rivers, and shorelines. You are a passionate individual with a strong attention to detail, ability to complete repetitive tasks individually or in a team setting, and are looking to strengthen your digital skills in the non-profit sector as you make a lasting contribution to Canada's freshwater.

Primary Skills and Responsibilities:

- Strong organization and design skills as you use digital skill programs like Canva, Adobe Acrobat, Premiere Pro, Microsoft Office Suite, Google Suite, and social media platforms to share created best-management practices resources with the public. These will include pieces you create like infographics, reports, science-based fact sheets, videos, etc.
- Utilize strong public speaking and organization skills as you host online forums through Zoom to engage and connect concerned individuals and community groups to local action opportunities.
- Showcase your strong professional writing and copy-editing skills as you create communications and education pieces (op-eds, fact sheets, activity guides, blogs, social media posts, newsletter articles, pamphlets, infographics, etc.) for a variety of audiences and platforms.
- Build your strong work ethic and teamwork skills as you work with a diversity of stakeholders, staff members, and volunteers, all while meeting multiple deadlines.
- Hone your digital literacy in the environmental sector as you provide tools and resources to individuals and groups wanting to take strong action for Canada's freshwater. You will utilize marketing techniques, develop plans and protocols, and gain digital skills using Wordpress, HTML, Square, Stripe, NationBuilder, SEO, Google AdWords, boosted social media posts, and Google Analytics to achieve campaign goals and track deliverables.



Qualification Requirements:

Education

Education required – Bachelor’s degree in environmental sciences, natural resources, graphic design, marketing, communications, or other related field.

Experience:

None required, however preference will be given to those with some relevant work experience.

Funding Requirements:

This position is funded through EcoCanada’s Digital Skills for Youth stream. As such, candidates must meet the following criteria:

- Participants must be age 30 and under and a Canadian citizen, permanent resident or hold refugee status in Canada.
- Must be currently unemployed, underemployed, or hold part-time employment.

How to Apply:

Applicants should submit a resume and cover letter by Sunday, May 15, 2022 at 11:59pm ET to: info@watersheds.ca

Please put “Digital Engagement Technician job application” as your email subject line.

Please no phone calls. Only those selected for an interview will be contacted.

