



Position: Community Outreach & Engagement Officer
Department: Climate Change

About WWF

WWF, the global conservation organization, is one of the world's largest and most respected independent conservation organizations. WWF has a global network active in over 100 countries with almost 5 million supporters.

WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption

WWF-Canada has a tremendous history of accomplishment, and is currently focusing on preventing dangerous climate change, as well as investing in long-term conservation efforts in Canada's Grand Banks, the Pacific Coast, the Mackenzie Valley in the north, and the Greater Antilles (Cuba). This is an exciting period at WWF-Canada.

Position description:

WWF-Canada seeks a dynamic and experienced communicator and community organizer, who is passionate about the planet and able to credibly convey 'greening' efforts to a wide public audience. This is a contract position aimed at finding, engaging and supporting local Ontario organizations' involvement in solutions to climate change. More specifically, the goal is to involve at least 60 groups of various kinds, in The Good Life. For background on WWF's initiative to mobilize Canadians to reduce Global Warming pollution please visit The Good Life at www.wwf.ca.

Key Responsibilities:

You will work closely with several departments including the Climate Change campaign team, Communications and Marketing to:

- Develop an action plan to engage at least 60 community groups to sign on to and actively participate in *The Good Life* and actively participate / network via site functionality.
- Identify, reach out to, and engage with community groups through speaking engagements, workshops, educational events, and other means, in the communities where the groups operate.
- Prepare materials that meet the needs of community groups including print, web-based and other mediums
- Develop and facilitate opportunities for community group engagement in The Good Life, especially on-line
- Leverage the involvement of community groups into broader participation of groups and individuals in The Good Life

Qualifications:

- Demonstrated experience and results in community outreach, animation and engagement, including strong interpersonal skills
- Proven abilities in event planning and communication campaigns, including development and delivery of presentations
- Media and public relations skills, and familiarity with issue management techniques
- Familiarity with and enthusiasm for web-based social networking tools
- Excellent written and verbal communications skills, including ability to simplify and convey complex ideas in an accessible and motivating manner .
- Well-organized, results-driven and capable of working remotely
- No specific educational background required, but consideration to relevant degrees/certificates an asset
- Personal commitment to an environmentally-responsible lifestyle

Other Information:

This is a 6-9-month contract position. Extensive travel, to at least 30 Ontario communities, would be required, to be conducted in as environmentally-responsible a manner as possible. Multiple languages and familiarity with Ontario's multicultural context is a strong asset.

How To Apply:

A resume and cover letter referencing the position and including rate/fee expectations should be directed to ca-jobs@wwfcanada.org or mailed to Hazel Ward, WWF-Canada, 245 Eglinton Ave. East, Suite 410, Toronto, ON, M4P 3J1, by May 16, 2008. *No phone calls please. We thank all applicants for their interest however we may contact only those candidates selected for interviews.*

WWF-Canada is an equal opportunity employer. We welcome diversity in the workplace and encourage applications from all qualified candidates including women, members of visible minorities, persons with disabilities, and aboriginal peoples (WWF-Canada is the only certified NGO under the Canadian Council of Aboriginal Business's Progressive Aboriginal Relations (PAR) program).