



Environmental Law Centre

Communications Manager

The Environmental Law Centre (**ELC**) is focused on advancing effective environmental law and policy and public legal education. The ELC's mission is to advocate for laws that will sustain ecosystems and ensure a healthy environment by engaging citizens in the law's creation and enforcement.

The ELC is seeking an individual with a passion for the environment and an experience creating messaging that increases audience awareness and actions that further our mission and goals.

Reporting to the Director of Strategy and Engagement, the Communications Manager brings innovative and effective communication strategies to the ELC's core programs. Specifically, the delivery of effective communications plans that inform and engage audiences within the region and across the country about biodiversity and the rights of nature.

The Communications Manager is responsible for:

- Identifying key audiences and formulating strategic communications plans that align with the ELC's Strategic Plan;
- Monitoring and maintaining digital communications channels;
- Creating a consistent brand and increasing brand recognition of the ELC provincially and nationally;
- Advising other ELC staff on social media;
- Developing and executing communications plans that utilize a full suite of communications and marketing tools;
- Assisting in the organization and communication of workshops and special events;
- Writing and editing communications materials including press releases, op-eds, newsletters, social media content, reports;
- Developing media relations strategies (proactive and rapid response), that include pitches, media interviews, and developing relationships with key reporters and influencers;
- Evaluation of digital communications tools; and
- Utilizing analytics to prepare reports that inform future communications activities.

Skills and Experience

- Minimum of 3-5 years' experience as a communications professional
- Ability to think critically and make well-informed, timely decisions
- Excellent written, verbal and persuasive communication skills
- Excels at distilling complex subject matter into accessible information others can act upon
- Experience in targeted communications focused on extending reach
- A strong design eye
- Proficiency in digital campaigning is a must; using digital tools to advance a campaign/program
- Experience in work planning, budget development, tracking and reporting on outcomes is an asset
- Demonstrated experience in marketing and communications evaluation
- Minimum of 3- 5 years' knowledge of communications analytics and management tools
- Experience in issues management
- An understanding of environmental issues is an asset
- Passionate about making their community and the world a better place

Position: Full Time

Location: Edmonton, Alberta. Hybrid.

Salary range \$55,000-\$80,000 (dependent on experience)

Benefits include a health spending account and RRSP contribution.

Opening date: April 25, 2023

Closing date: May 22, 2023

To apply please send a resume and cover letter to junger@elc.ab.ca