

## Engagement & Fundraising Coordinator (EFC)

Hours: 30 hours/week

Wage: \$27/hour

### About YCS

The Yukon Conservation Society (YCS) is a grassroots environmental non-profit organization established in 1968. Since then, we have gained a respected position of influence on environmental policy and education in the North by working with communities, First Nation governments, and diverse organizations to achieve many conservation victories in the territory. Our Board, staff, and volunteers are experts in their fields and are committed to pursuing ecosystem well-being throughout the Yukon and beyond, recognizing that human well-being ultimately depends upon fully functioning, healthy ecosystems.

### Position Summary

We are looking for an enthusiastic Engagement & Fundraising Coordinator (EFC) who can help us grow our communications and marketing efforts and foster strong relationships with our members, volunteers, and donors.

Reporting to the Executive Director (ED) and working collaboratively with the Outreach & Communications Manager (OCM) and the Educational Programs Coordinator (EPC), the EFC is responsible for maintaining existing YCS' digital channels, researching new digital opportunities, and collaborating with the OCM to develop and implement communications/marketing and fundraising strategies.

### Main Responsibilities

#### **Digital Engagement (40%)**

- Lead marketing strategies and collaborate with the OCM and other department leads for overall communication strategies.
- Manage digital channels, initiatives and analytics, such as Google Analytics, Google Ad Grants, Facebook Ads, Google Search Console, Google Looker Studio, website, events calendar, social media optimization, etc.
- Manage paid media budget portion of overall department budgets (Outreach & Communications, Energy, Conservation, etc.)
- Support OCM in developing, editing and distributing the YCS membership publication *Walk Softly* and contributing to the bi-weekly e-newsletter *Tread Lightly* as directed.

#### **Fundraising and Outreach (40%)**

- Oversee membership, donation and volunteer programs, including processing applications, being point-of-contact for all communications, updating respective databases, sending renewal reminders, receipts and thank yous, recruiting and coordinating volunteers, tracking statistics and preparing reports.

- Collaborate with the Administrative Manager, ED, EPC and OCM in researching funding opportunities, drafting funding proposals, recording project progress, and editing and publishing final reports for core foundations and grants.
- Represent YCS at outreach booths stationed at public events and markets (including the summer Fireweed Community Market), increasing YCS' visibility.
- Lead strategizing, planning, organizing and delivering fundraising and membership events (Summer BBQ, Direct Mail Campaign, AGM, Silent Auctions, etc.)
- Support OCM and EPC in planning, organizing and delivering YCS-hosted events (Open House, End of Year Party, Bioblitzes, outdoor programming, educational workshops)
- Provide OCM and EPC with marketing support for the Summer Interpretive Program.
- Collaborate with YCS staff to cultivate connections with the community and ensure YCS initiatives effectively reach target audiences.

## **Other/Administrative (20%)**

- Provide OCM and EPC with administrative support for the Summer Interpretive Program.
- Participate in relevant project and team meetings and discussions and prepare project and funding reporting as necessary.
- Work closely with the ED, OCM, EPC and Administrative Manager to manage the media budget portion of overall project budgets and cash flow.

## **Ideal Candidate Background**

The ideal candidate for this position will have a post-secondary degree in communications, outreach, marketing, or a related field. They should be an experienced campaigner, coordinator, or manager with at least three years of experience in marketing, communications, fundraising, and environmental advocacy with similar non-profit organizations. Experience working with external stakeholders to develop successful campaigns is essential; a proven track record of engaging donors and cultivating relationships to secure major gifts is preferred. A combination of similar education and experience, combined with the willingness to learn, will be considered.

## **Additional assets include:**

- Experience working in the Yukon or other northern jurisdictions and experience working in the not-for-profit or academic sector.
- Experience managing social media accounts such as Facebook and Instagram and paid digital platforms such as Facebook Ads and Google Ad Grants.
- Website and graphic design skills using Canva, Squarespace, InDesign, etc.
- Knowledge of best practices for search engine optimization (SEO) and search engine marketing (SEM).
- Experience developing and implementing email marketing campaigns, including automation using Mailchimp.
- Familiarity with Donor Management Systems (DMS) i.e., CanadaHelps and Little Green Light, our primary membership and donation platforms.
- Strong organizational, budgeting and record-keeping skills.
- Knowledge of conservation in the Yukon (including the influences of legislation, policy and modern treaties) or a willingness to learn.
- Independent, driven, yet able to cooperate in collaborative decision-making.
- Exceptional verbal, written and visual communication skills.



- Experience working or volunteering with Indigenous-led organizations, First Nations governments and/or communities.
- Fluency with computers, including Google Workspace & Microsoft Office Suite.
- A valid driver's license and/or access to a vehicle is preferred.

## Logistics

- **Hours:** This is a full-time position with a standard 30 to 37.5-hour work week, based on the candidate's preference.
- **Schedule & Location:** We offer a hybrid work environment, with a standard 37.5-hour work week to be coordinated with the outreach team. Our office at Parnell House, 302 Hawkins Street in Whitehorse, is open Monday to Thursday from 9 AM to 5 PM, with remote work on Fridays. The role may require occasional travel within the Whitehorse area and throughout the Yukon, in addition to some evening and weekend work as needed.
- **Vacation:** 2 weeks of vacation and 2 weeks of paid time off at the end of the calendar year (as per YCS's Personnel Policy), plus 14 Statutory Holidays.
- **Benefits:** You'll receive a semi-annual self-administered employer cash contribution.
- **Duration:** This is a one-year contract with the possibility of extension, contingent on funding availability.
- **Expected start date:** January 2024 (flexible for the right candidate).

## Hiring Process

We encourage you to apply quickly for this position if you are a good match. **We will contact you to schedule an interview** if you are a suitable candidate for the role. **Interviews will begin on November 27** and take **45 - 60 mins, in-person or online**. We will accept applications on a rolling basis until we find the right candidate to join our team.

*We encourage you to apply now!*

Please email your cover letter and resume to [ed@yukonconservation.ca](mailto:ed@yukonconservation.ca) as soon as possible. If you have any questions about this position, please email or call 867-668-5678 ext. 3 during office hours.