



## **JOB POSTING**

### **Special Events and Communications Coordinator**

#### **About Osoyoos Desert Centre**

On the southern edge of British Columbia's beautiful Okanagan valley is one of Canada's most critically endangered ecosystems - the semi-arid, antelope-brush shrub-steppe. In the 1990s a group of concerned citizens eager to protect, restore and advocate for our disappearing desert environment opened the Osoyoos Desert Centre, a 67-acre nature interpretive facility. Fast forward to today, and we are thrilled to be celebrating our 25<sup>th</sup> anniversary in 2024.

At the heart of our mission is the desire to provide engaging, immersive experiences in nature, offering insight into our natural world and inspiring active concern for healthy ecosystems. Each year we welcome thousands of visitors from around the world, who take tours along our 1.5 km boardwalk trail, enjoy interactive displays in our interpretive discovery centre, or wander through our native plant garden. Through various educational initiatives, visitors learn about biodiversity loss, habitat connectivity, climate change and invasive species management, and take part in hands-on workshops like creating pollinator gardens or building bluebird nest boxes. We are also keen to deliver outdoor, place-based educational field trips to hundreds of students each year, working with teachers to tie learning outcomes to BC's education curriculum.

#### **Special Events and Communications Coordinator**

Osoyoos Desert Centre is looking for a Special Events and Communications Coordinator to help deliver a variety of special events during our 25<sup>th</sup> anniversary season and help tell our story through various communications platforms. This position requires a dynamic individual with a passion for environmental education, a creative mindset, excellent organizational skills, and the ability to create and maintain positive relationships with diverse stakeholders including community partners, funders, volunteers and the general public.

#### **Key Responsibilities**

##### **Special Events Planning and Execution**

- Collaborate with ODC staff and community partners to develop and implement a comprehensive special events calendar, including but not limited to workshops, Nature Talks, special guided tours, community outreach programs and fundraising events.
- Help coordinate all aspects of events, including logistics, scheduling, promotion, and on-site management.
- Develop and implement outreach strategies to increase community engagement and participation in ODC events.

## Communications Planning and Execution

- Develop, implement, and manage ODC's social media strategy.
- In collaboration with ODC staff help manage and update content on ODC's website, social media platforms, and other communications channels.
- Contribute to promotional materials, newsletters, and media releases.
- Foster positive relationships with community partners, businesses, and local organizations to promote collaboration and support.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review social media and website analytics and create reports on key metrics.

## Qualifications

- Work experience, education and/or training in communications, social media, and public relations.
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, and YouTube.
- Understanding of SEO and web traffic metrics.
- Familiarity with web design and publishing, particularly WIX.
- Work experience, education and/or training in planning and executing special events.
- Outgoing personality and excellent interpersonal, intercultural, and intergenerational communication skills
- Ability to work effectively within a team as well as work independently with minimal supervision
- Ability to make sound judgments and respond tactfully in various situations
- A keen interest in science, education, and/or nature interpretation
- Self-directed, organized and adept at multitasking, prioritization, and problem-solving
- Interest in working with a dynamic and collaborative group of individuals and gaining hands-on skills
- Excellent project management and time management skills, and the ability to perform well under pressure.

## Requirements

- Valid class 5 driver's license and access to a reliable vehicle.

**HOURS:** 35 hours per week; some evening and weekend work may be required

**WORK ENVIRONMENT:** Hybrid; a combination of working from home, in office, and at ODC site to be agreed upon at time of hiring

**TERM:** May to August; may extend further

**WAGE:** \$20/hour

**REPORTING TO:** Executive Director

This job is made possible through the support of Canada Summer Jobs funding. To meet the funds criteria, applicants must be eligible to work in Canada and be between the ages of 15 and 30 at the start of employment.

**Application Deadline: May 10, 2024.** Please email cover letter and resume to Jayme Friedt, Executive Director at [director@desert.org](mailto:director@desert.org)

For more information, visit our website at [www.desert.org](http://www.desert.org). ODC is an equal opportunity employer. We encourage applications from all qualified individuals. We thank all applicants for their interest in this position, but only those selected for an interview will be contacted.