

## **Communications Coordinator for Manitoba Habitat Conservancy (MHC)**

Winnipeg, Manitoba

### **About the Manitoba Habitat Conservancy:**

Manitoba Habitat Conservancy is the leading environmental conservation organization in Manitoba, dedicated to preserving the natural habitats and biodiversity of our province. Through partnerships with local communities, government agencies, and conservation groups, we work tirelessly to ensure a sustainable future for Manitoba's diverse ecosystems. Our team is passionate about environmental stewardship and making a positive impact on our planet.

MHC's mission for community well-being extends to MHC's over thirty (30) employees with competitive salaries, standard group benefits and opportunities for growth & development in the environment industry. MHC strives very hard to provide a good work life balance career for all its team members.

### **How to Apply:**

Please apply online at [www.indeed.com](http://www.indeed.com). Feel free to email [hr@MHC.mb.ca](mailto:hr@MHC.mb.ca) for further information about this career opportunity.

***We thank all applicants for their interest; however, only those selected will be contacted.***

Manitoba Habitat Conservancy is seeking a talented and enthusiastic Communications Coordinator to join our team. This full-time position will be based in Winnipeg and report to the Director of Conservation Partnerships. The Communications Coordinator will work closely with external marketing and communications experts to develop and implement comprehensive communication strategies. This role presents an exciting opportunity for an individual passionate about conservation and skilled in communication to contribute to our mission.

### **As the Communications Coordinator, you will:**

- Develop and execute communication plans to promote Manitoba Habitat Conservancy's initiatives, events, and programs.
- Collaborate with external marketing and communications experts to ensure brand consistency and effective messaging.
- Coordinate with internal teams and external partners to gather information and stories for communication materials.
- Create compelling content for a variety of platforms, including social media, website, newsletters, donor updates, and press releases.
- Support media relations efforts by drafting press releases, pitching stories, and cultivating relationships with media outlets.
- Coordinate and oversee distribution of digital and print media in collaboration with external marketing agency to elevate MHC brand.
- Coordinate multiple digital aspects of Manitoba Habitat Conservancy reports, including editing of report templates, minor design updates, and production.
- Manage and maintain the MHC website, update content, and ensure accuracy.
- Coordinate and facilitate booking the MHC display at the various conferences and tradeshows, update display content and materials for accuracy.
- Coordinate the planning and execution of public events, tours, and campaigns to raise awareness and support for our conservation efforts.
- Monitor and analyze communication metrics to measure the effectiveness of strategies and make data-driven recommendations for improvement.

### **You and Your Experience:**

- Post secondary education in Communications, Marketing, Public Relations, or related field.
- Proven experience (3 years) in communications, marketing, or related roles.
- Strong writing and editing skills with an excellent attention to detail.
- Demonstrated ability to coordinate production and distribution of marketing and communications materials.
- Proficiency in creating content for various platforms, including social media, websites, and newsletters.
- Experience with Adobe Creative Cloud and Microsoft Office 365 suite.
- Demonstrated skill in tracking and reporting web metrics and analytics.
- Demonstrated skill in the use of CMS platforms (e.g. WordPress), and knowledge of HTML programming is an asset.
- Experience using email marketing and online fundraising/advocacy tools (e.g. MailChimp, Blackbaud, Campaign monitor, etc.) is an asset.
- Experience managing social media platforms – Instagram, LinkedIn, X, etc.
- Experience working with external marketing and communications experts or agencies with knowledge of basic marketing and communications strategies.
- Excellent organizational skills and ability to manage multiple projects simultaneously.
- Strong interpersonal skills with the ability to collaborate effectively with internal and external stakeholders.
- Demonstrated understanding of environmental conservation issues and passion for nature. Experience with conservation organizations or non-profits is considered an asset.
- Ability to work independently as part of a team in a dynamic and fast-paced environment.
- Ability to travel with valid Class 5 driver license.