



Job Posting – Communications Officer

VALUING LIVED EXPERIENCES

EAC's vision is of a just and vibrant world of respect, belonging and ecological resilience. As a team we are working to decolonize, further equity and dismantle the harmful systems at the root of the interconnected crises of environment and justice that we tackle every day. We strive to bring an equity lens to all that we do including by building a strong and diverse team.

We encourage applications from individuals from equity-deserving groups including, but not limited to: African Nova Scotian and other racialized people, Mi'kmaq and other Indigenous people, lesbian, bisexual, gay, transgender and queer people, and persons with disabilities. If you are a member of an equity-deserving group, and feel comfortable doing so, we encourage you to self-identify in your cover letter or application. We prioritize diversity in our selection process.

ABOUT US

The Ecology Action Centre (EAC) is a fierce and creative environmental charity based in Mi'kma'ki/Nova Scotia. Since 1971, we have proudly tackled critical environmental issues from biodiversity protection to climate change to environmental justice.

Grounded in community, we act as a watchdog, convenor, mobilizer and incubator, taking a holistic approach to the environment and the creation of a just and vibrant world.

We strive to promote a diverse and inclusive organizational culture that emphasizes collaboration, caring, quality work, and real impact. We value our members, volunteers, employees, and partners and strive to create a space of respect, belonging and resilience.

We have a team of passionate and determined people who share ideas and inspire others to create systemic change in the face of urgent, complex environmental issues.

ABOUT YOU

You are a passionate communications professional with a proven ability to create engaging, thoughtful content across a variety of platforms. With a firm understanding of communications trends, you are a self-starter looking to use your skills at social media management to help fight for a just, sustainable future here in Mi'kma'ki and beyond. You thrive in a fast paced, collaborative work environment and have a keen eye for new opportunities to create meaningful engagement with audiences.

KEY RESPONSIBILITIES YOU WILL HOLD

- Manage and maintain the organization's social media profiles:
 - Create, plan and schedule organic social media posts.
 - Engage with followers and respond to inquiries.
 - Monitor, analyze and report on social media performance as it relates to campaign goals.
 - Monitor trends and conversations in our industry.



- Assist in the development of social media strategy.
- Develop engaging, accurate and compelling written and visual content for various platforms, including social media, e-newsletters, and website.
- Collaborate with EAC's action teams to assist with the implementation of communications plans for specific campaigns and projects.
- Contribute to the collective work of the communications team as needed, including updating website content, writing and distributing press releases, helping edit and compile our Ecology & Action Magazine and doing basic graphic design tasks with Canva.
- Ensure brand consistency across public-facing channels.
- Support the overall work of the Ecology Action Centre; and other duties as required.

WHAT YOU BRING

- Excellent creative writing and story-telling skills, with the ability to generate actionable content for a range of mediums.
- Excellent social media acumen, with experience crafting engaging content, responding to feedback, monitoring analytics and assisting with the development of social media strategy.
- Skill with short-form video planning and creation for platforms like Instagram Reels, TikTok, and YouTube.
- Excellent interpersonal skills with the ability to work collaboratively.
- Ability to respond quickly to developing situations, effectively manage time and prioritize multiple tasks.
- Experience implementing communications plans, specifically by developing written and digital assets that help meet the goals of a campaign.
- Solid training in communications and writing, such as a degree in public relations, communications, marketing, journalism or a related field.
- One or more years of professional experience in a related field.
- Experience using Canva, InDesign and Photoshop, Drupal, WordPress or comparable content management systems, CiviCRM or other CRMs.
- Familiarity with scheduling software such as Later and Meta Business Suite.



- Understanding of environmental issues in Mi'kma'ki/Nova Scotia.

Other skills and experience considered an asset:

- Proven project planning/management.
- Experience in photography.
- Experience in digital advertising (e.g., Meta ads and Google ads).

TERMS OF EMPLOYMENT:

- Full-time position with flexible hours within a 4-day work week, totaling 30 hours/week. Monday-to-Thursday schedule, with some exceptions. Learn more about our 4-day work week [here.](#)
- Hybrid work environment requiring 1-2 days a week at our office in Halifax's North End.
- Hourly wage of \$28/hour.
- 3 weeks paid vacation per year (pro-rated for the 4-day work week), 1 week of paid time off during the winter office closure in December, 12 paid holidays (12 per year) and paid wellness days (10 per year)
- Cost-shared benefits plan

TO APPLY

Please submit your resume and cover-[Appy Here](#). The closing date is **March 23, 2025**. We thank everyone who applied; however, we will only be contacting those who will be interviewed.