



Project Neutral – Communications Lead

Job Title: Communications Lead

Reports To: Project Director

Anticipated Start Date: ASAP

Location: Virtual (Anywhere in Canada)

Hourly Rate: \$22.5-\$27.5/hr (with opportunity to negotiate benefits)

Time Commitment: Fulltime (37.5 hours per week) to March 2022 with possibility of extension pending further funding

MakeWay is a national charity and public foundation with a goal to enable nature and communities to thrive together. We do this by building partnerships, providing solutions, grants, and services for the charitable sector across the country.

MakeWay's shared platform provides operational support, governance and charitable expertise for changemakers. Project Neutral operates as a project on MakeWay's shared platform.

Project Neutral (projectneutral.org) is delivering a free carbon footprint calculator to households across Ontario. We aim to be the best carbon calculator with a focus on local emissions modelling and a host of climate friendly actions people can take. Our approach is unique in emphasizing our use in groups and sessions to reframe a carbon calculator as an engagement and climate education tool. This role will be heavily involved in developing a new offering to allow communities to plan and execute effective climate action projects.

Job Description

Project Neutral is growing and tackling new projects, and central to our work is bringing climate awareness to diverse communities. As our Communications Lead, you will be pivotal in conveying our programs and offerings to diverse audiences in engaging and impactful ways using writing, design and videos. Beyond this you will be responsible for communicating with our users, fielding questions and "owning" our public-facing email account. More than simply dealing with incoming communications, a large portion of the role will be proactive and finding the right people and organizations to reach out to build relationships and share our work.

This job is right for you if you like connecting with people, are passionate about climate change and have exceptional organizational skills. You will be dealing with incoming requests for support and help from a diversity of small groups and organizations, helping us plan and roll out major climate education initiatives and doing outreach and relationship building to bring our offerings across Ontario. You can expect a lot of emailing, juggling several social media accounts, holding informational meetings, drafting website content, researching and generally being ready to jump on new challenges. You can also expect to meet incredible people who are trying to reverse climate change, to have expansive and inspiring conversations and to generally feel wonderful about the work you do each day!

You will work closely with the Project Director to align your deliverables with the organization but you will be expected to take active ownership of your work and be comfortable assuming responsibility for all outcomes. For the foreseeable future this position will be virtual so you will be ready to use a range of tools to make outreach meaningful and to connect with people.

Primary Responsibilities

- Responding to all incoming inquiries from groups and organizations wishing to participate in our programs
- Developing and maintaining our social media channels & newsletter
- Drafting website content, designing materials (using Canva) and supporting the creation of other communications materials
- Supporting major climate education projects and ensuring our audience receives an exceptional experience
- Proactively communicating by creating contact lists and sharing our work in meetings and emails
- Using your expertise to inform our marketing and outreach strategies

Secondary Responsibilities

- Participating in regular stand-up meetings
- Leading meetings with stakeholders, community members and other groups
- Becoming an expert in all Project Neutral offerings
- Giving communications updates to Steering Committee members

Staff Management

You will report to the Project Director and your work objectives and goals will be developed collaboratively. Dealing directly with community stakeholders and using their experiences and insights to guide the development of our programming will be critical to success in this role.

Staff Support

You will be given a lot of freedom to structure your days and the work you do but this will come with a responsibility to deliver on the goals you outline. While this role is predominately people facing there will be plenty of tasks which require independent work. You will not be without a support network, however, our Project Director and a growing body of experts and advisors will be made available to you. If desired, a professional mentor will be found to help guide your growth in this position. In addition, you will have a regular number of hours for self-directed study and to gain greater knowledge of relevant topics or to gain familiarity with skills you wish to develop.

Knowledge and Skills Required

You have experience communicating with people and have the techniques to adapt your message to your audience. Great climate awareness is built around conversations of respect and equality. We do not expect you to be an all-knowing climate expert but we do expect you to have well developed empathy and the ability to communicate issues around climate as it impacts people with different lived experiences, of different backgrounds, ages, socioeconomic position and climate engagement levels.

You must be comfortable writing great copy for the web and able to take ownership of several social media channels. You should have strong research skills and the ability to learn about new topics or find a series of relevant contacts quickly. You should be excited about creating friendly and approachable content and sparking climate action with each piece you produce.

Passion and motivation are essential. Skills with specific software or experience around climate work is important but genuinely caring about the project and a commitment to excellent work is going to impress us most.

Technical & Professional Experience

We hope that your resume and experience can demonstrate:

- Established experience in a communications capacity supporting or leading campaigns, organizational communications or similar
- Comfortable running the social media accounts of Instagram, Facebook, Twitter and LinkedIn
- Strong writing abilities particularly for web content, newsletters and covering potentially complex topics in an accessible manner
- Interest in design and learning new skills through the role
- Experience leading developing relationships with different groups & organizations
- Empathy and the ability to communicate the climate crisis and our complex relationships to it in a way that is sensitive and oriented towards positive action

- Strong communication skills and the ability to express complex ideas in an approachable and engaging manner

Desire to Reverse the Climate Crisis

We are looking for someone who understands that confronting the climate crisis is essential work at this time. The successful candidate doesn't need to identify as an environmentalist but they must be inspired and motivated by the value of the project and the mission of Project Neutral to make carbon pollution more visible and to support people and communities in taking action to reduce their impact.

How to Apply

We are a small initiative and we aim to create a healthy, happy and respectful work environment. Treating people right begins now, in the hiring process. We will deal with all candidates as human beings. Your application will be read and responded to by actual people.

First step is to get to know a bit about you. Don't stress out and write us a tortured cover letter! Write us a brief, conversational email (take 20 minutes with a nice coffee or tea) that tells us:

1. What excites you most about this position and what will keep you motivated everyday
2. How your skills and experiences are a good match for this position
3. How this experience fits into your broader career goals

Include your most recent resume. Send your email to hello@projectneutral.org with the subject line: **Project Neutral – Communications Lead**

For more information about Project Neutral and MakeWay, please visit:

<https://www.projectneutral.org>

<https://makeway.org/solutions/shared-platform/>

As Project Neutral is on MakeWay's Shared Platform, the selected candidate will be an employee of MakeWay. MakeWay is strongly committed to creating a diverse workplace environment and we welcome and encourage applications from the communities we serve. We are proud to be an equal opportunity employer.

MakeWay will provide accommodation during all steps of the hiring process, upon request, to applicants with disabilities. Please advise us if you need any accommodation.

Our sincere appreciation to all those expressing interest in the position, however, only those applicants invited for an interview will be contacted. Thank you for your interest!

We will accept applications until the position is filled. No phone calls or recruiters please.