



Project Neutral – Engagement Coordinator

Job Title: Engagement Coordinator

Reports To: Project Director

Anticipated Start Date: ASAP

Location: Virtual (Anywhere in Canada)

Hourly Rate: \$27.5-\$32.5/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 supports, 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 Engagement Coordinator, you will be our frontline staff member and will "own" these relationships; making sure that people are supported and our charitable mission is fulfilled by engaging people in a respectful and productive way.

This job is right for you if you love 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, plenty of troubleshooting, leading webinars and education sessions, hosting calls and meetings and providing assistance so that our offerings are accessible to anyone who needs them. 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
- Building relationships and conducting ongoing outreach to bring our offerings to new audiences
- Creating pipelines for interested groups and individuals to become involved in our climate education efforts
- Supporting major climate education projects and ensuring our audience receives an exceptional experience
- Using your field experiences to inform organizational strategy

Secondary Responsibilities

- Participating in regular standup meetings
- Leading meetings with stakeholders, community members and other groups
- Becoming an expert in all Project Neutral offerings
- Training community animators and volunteers
- Facilitating climate education & awareness sessions
- Giving engagement updates to Steering Committee members

Staff Management

You will report to the Project Director and your work objectives and goals will be developed collaboratively. You will be the voice of our users in many internal meetings and this role will have oversight of volunteers and part-time contractors who will be delivering sessions in their community. 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 engaging groups of people and have the techniques to adapt your message to the people you are with. 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 discuss climate as it impacts people [with different lived experiences](#), of different backgrounds, ages, socioeconomic position and climate engagement levels.

This type of engagement work is most natural in person but we cannot safely do that at present. Accordingly, you will need to be skilled in the many virtual forms of communication (emails, phone calls, video conferencing) not only from a technical perspective but in the ability to reach out and make connections through these mediums. You should be excited about creating hopeful dialogues and sparking climate action with each interaction you have.

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 with community engagement and confidence addressing different audiences
- Facilitation skills and experience leading educational sessions and supporting group discussions
- Management of public participation in a campaign or program and ensuring participants are well prepared and supported
- Creation of engagement pipelines and bringing people on a journey of their own development
- Experience leading outreach and developing partnerships with different groups & organizations
- Empathy and the ability to discuss the climate crisis and our complex relationships to it in a way that is sensitive and oriented towards positive action
- Volunteer management and training of part-time staff in community animation work

- 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 – Engagement Coordinator**

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.