



Position: Engagement Organizer

Organization: The Couchiching Conservancy www.couchichingconserv.ca

Reports To: Executive Director

Location: Orillia, ON

Start date: as soon as possible

This entry-level position includes a benefits package.

The Couchiching Conservancy is a non-profit, non-government land trust supported by individuals who want to ensure that special natural places are safeguarded for the future. Since 1993, we have helped to protect more than 14,000 acres of vital natural lands – in some cases globally rare ecosystems. Many of these properties were donated by caring people who wanted to leave a living legacy. All of this work is made possible by our supporters – members, donors, volunteers, businesses and foundations.

Engaging supporters in our work so we can do more for nature is the cornerstone of this position. Key activities include coordinating regular engagement activities and communications, asking for donations, coordinating volunteers, supporting events and executing strategies to engage the community in conservation. The Engagement Organizer reports to the Executive Director and work closely with the Development and Communications Coordinator and Administrative Assistant.

Key Responsibilities

1. Supporter Engagement & Management:

- Act as a key contact person for general inquiries;
- Support the membership program;
- Use donor database (Donor Perfect) to find prime contacts to move up the engagement ladder;
- Coordinate mobilization tactics such as phone calls and direct mail;
- Track engagement and provide reports on progress.

2. Database Management:

- Maintain and improve database in coordination with other staff as a tool to amplify engagement;
- Analysis of database and record keeping;
- Data collection and management as required;
- Other duties as required.

3. Volunteer Management:

- Build and engage the snowflake model for volunteers;
- Process new volunteer applications and coordinate with staff;

- Support the Passport to Nature committee, Ambassadors and other volunteer activities;
- Coordinate volunteers to assist with database entry tasks as required such as volunteer hours, track event participants, make phone calls.

4. Communication Activities:

- Coordinate and execute various communication tools with an engagement lens such as a quarterly paper newsletter, monthly e-newsletter (Constant Contact);
- Plan, write, design and update website content and social media posts;
- Video creation with volunteers including filming and editing;
- Content creation using Canva or other programs with volunteers.

5. Events Management:

- Execute Passport to Nature program, including committee support, planning, design, setting up the program online and on-going management and tracking of the program;
 - Coordinate and execute engagement actions for participants;
- Support the Annual General Meeting, GTA event and others events through volunteer engagement and event support.

6. Outreach & Community Engagement:

- Engaging landowners and creating long-term relationships through our Landowner Stewardship Program;
- Building relationships with Cottagers Associations;
- Develop and execute engagement strategies for trail users;
- Make presentations to the public.

General office support and other duties as required.

Skills

Successful candidates will have some combination of the following:

- A passion for the environment and a broad understanding of the goals of the land trust movement;
- An interest in learning more about – and contributing to – environmental organizations and project/campaign development;
- A relevant educational background, such as humanities, English, political science, economics, sociology, environmental studies, geography, etc.;
- Fundraising experience;
- Knowledge of donor databases and e-communication platforms;
- Attention to detail;
- Strong oral and writing skills;
- Strong interpersonal skills;
- Access to a vehicle and a valid driver's license is required;
- Ability to work some evenings or weekends for events;
- Experience working for not-for-profit organizations or relevant areas of work; and
- A good sense of humour.

Please send your resume to Mark Bisset, Executive Director at mbisset@couchconservancy.ca by September 17, 2021.