Introduction

The term "Officer" will be used below to describe the position.

The BC Marine Trails (BCMT) is a non-profit organization dedicated to the protection of the BC coastline. The BCMT is based on a three-pillar program: First Nations engagement, Protecting our Coast, and Trails Development. These programs work together to help the association achieve its Vision of 'the entire B.C. coastline linked through marine routes and land sites for sustainable water-based public recreation'.

Our Mission is “to work with First Nations and stakeholders to build, protect and promote a public network of marine trails allowing recreational navigation of the BC coastline with minimal impact on the environment.”

The BCMT values the ecologically diverse environment of coastal BC and helps to protect the coast through responsible stewardship practices.

Description of Communication and Environmental Officer Position

The Officer position is made up of two part time roles: Communications Outreach and Stewardship Coordinator.

The BC Marine Trails is seeking a talented and passionate individual to join our team as an Officer. This role will be split between two roles. Both of which support our existing three committees: First Nation Engagement Committee, Stewardship Committee and Trails Development Committee while enhancing our outreach efforts related to each committee. The successful candidate will play a pivotal role in communicating the importance of our collaborations with Indigenous Partners, trail management and environmental stewardship to our community. This position offers an exciting opportunity to make a significant impact in promoting coastal conservation, fostering cultural understanding, and facilitating sustainable recreation across the BC coast.
Responsibilities - 0.5 FTE Communications Outreach:

1. Communication Strategy Development:
   - Collaborate with the First Nations Liaison, communications committee and the executive team to review and adapt our existing communication strategy. Ensure that all work is aligned with the organization's mission and objectives.
   - Familiarize themselves with our existing First Nation, Stewardship and Trails development programs to allow clear and concise communication to our community.
   - Increase our volunteers and membership base.
   - Keep consistent with BC Marine Trails branding.

2. Content Creation and Management:
   - Assist in creating engaging and informative content, including written articles, blog posts, social media updates, newsletters, storymap (ArcGIS) and press releases.
   - Conduct interviews and research to gather relevant information and stories highlighting the collaboration between BC Marine Trails, Indigenous partners, environmental non-profits and other partners.
   - Manage and update the organization's website, ensuring content is up-to-date, visually appealing, and optimized for search engines.

3. Social Media and Online Presence:
   - Manage and maintain the organization's social media platforms, including Facebook & Instagram.
   - Develop and implement social media campaigns to raise awareness about the BC Marine Trails' initiatives, environmental efforts, and Indigenous partnerships.
   - Engage with the paddling community, stakeholders, and followers through regular interaction and timely responses.

4. Partnership Collaboration:
   - Facilitate Citizen Based Reconciliation in conjunction with the principal First Nation Liaison.
   - Collaborate closely with the First Nations Liaison to ensure effective communication and representation of the collaborative work with Indigenous partners.
   - Coordinate and participate in meetings and events with Indigenous partners and organizations to foster strong relationships and better understand their perspectives and how that can be communicated to our member base.
   - Build and maintain relationships with partners and sponsors.
Responsibilities - 0.5 FTE Stewardship Coordinator

1. **Environmental Education**
   - Review, research and support implementation of the Marine Trail Code of Conduct and focus on education and activities to change behaviour around fires/fire pits, human waste and wildlife.
   - Research Community Based Social Marketing and how its use is imperative for the success of the Code of Conduct.
   - Work with partner organizations like the Sea Kayak Guides Alliance of BC, Hello Nature and other outdoor outfitters to raise the profile of the Code of Conduct.
   - Deliver small Code of Conduct workshops for school groups and outdoor programs.

2. **Coastal Caretakers Program**
   - Maintain our database of volunteers within the coastal caretaker program.
   - Work with the Stewardship Committee to pass along information from Coastal Caretakers to land managers.
   - Train Coastal Caretakers via the phone and online training sessions. Follow up with site visits when more information is required.
   - Assist the Stewardship Committee Chair with management of the West Bellenas Caretaking program

3. **On the Ground Stewardship**
   - Organize and run our Gerald Island invasive species pull in the fall and spring.
   - Organize and run one remote marine debris removal project annually. Historically on Vargas Island (Clayoquot Sound)

4. **Monitor our Trail Health**
   - Work with our team to learn the basics of ArcGIS and ArcGIS Survey 123.
   - Monitor/Delegate the management of Site Condition Reports through the Survey 123 program.
   - Run a Site Condition Report contest in conjunction with our partners annually.

**Qualifications:**

- Relevant degree or equivalent experience in business, communications and/or marketing within an environmental and/or Indigenous context.
- Demonstrated experience in communications, public relations, or a related field.
- Excellent written and verbal communication skills with a keen attention to detail.
- Strong storytelling and content creation abilities, with a track record of producing engaging and impactful content.
- Experience managing social media platforms and implementing successful social media campaigns and familiarity with metrics to track progress.
- Proficiency in digital media tools, content management systems, web design and social media management platforms.
- Knowledge of coastal conservation and environmental issues including marine plastic pollution, invasive species and backcountry behaviours.
- Ability to work independently, prioritize tasks, and meet deadlines in a fast-paced environment.
- Understanding of principles of the United Nations Declaration on the Rights of Indigenous Peoples.
- Strong interpersonal skills and the ability to build and maintain relationships with diverse stakeholders.
- Valid driver's license and willingness to travel occasionally for meetings and stewardship events.
- Knowledge and experience in fundraising and grant writing.
- Experience in the outdoor adventure industry, tourism, paddle sports and/or trail building is an asset but not required.

Compensation and Employment Details:

1. The officer will submit an invoice twice a month to the treasurer and president.
2. The officer will keep track of their hours and descriptions of their hours on a Google spreadsheet. An example is available for use.
3. The officer will be paid $32.50 an hour plus EI/CPP and 4% holiday. The maximum number of hours per week is 37.5 worked out over a 4-week average period.
4. Initially this contract will run from July 1, 2023 to June 30, 2024 at 37.5 hours a week (according to averaging agreement in Employee Handbook). This position is reliant on available funding.

To Apply:

Send your cover letter and resume to job-applications@bcmarinetrails.org. Applications are accepted until June 20th 2023 @ 5pm PST. Interviews will be held on a rolling basis. Only applicants accepted for an interview will be contacted.