



SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

Position: Communications Intern
Status: Temporary
Salary: Paid, Stipend

Supervisor: Director, Communications
Location: Ottawa
Timing: Spring/Summer 2020, dates flexible

The [Sustainable Forestry Initiative](#)[®] Inc. (SFI) advances sustainability through forest-focused collaborations. We are an independent, non-profit organization that demonstrates our commitment to forests through our work in [standards](#), [conservation](#), [education](#), and [community](#). SFI works with the forest sector, conservation groups, academics, researchers, brand owners, resource professionals, landowners, educators, local communities, Indigenous Peoples, and governments to achieve a vision of a world that values and benefits from sustainably managed forests. More than 370 million acres/150 million hectares of forestland is certified to the SFI Forest Management Standard. These lands stretch from Canada's boreal forest to the U.S. South.

ESSENTIAL JOB FUNCTIONS:

Support Project Learning Tree (PLT) and PLT Canada (PLTC) Communications

- Support the creation of content – including video development/editing/organizing/tagging - for social platforms (ideal candidate will have SproutSocial familiarity) and website in order to build relationships with the PLT community and with key influencers.
- Support production of newsletters and e-blasts, including collecting and writing content, sourcing images, editing, formatting (ideally with Mailchimp), and distribution.
- Ability to use a "forester's lens" on PLT and PLTC content to ensure its alignment with SFI mission and goals
- Administrative ability to coordinate the fulfilment and distribution of PLT marketing materials and promotional items, scanning and digitization of documents, and digital customer support (email and social media.)
- Support staff in providing training for PLT network in communications tools and strategies.
- Support PLT's marketing and advertising campaigns, including monitoring and optimizing Google AdWords and ads on Facebook and Pinterest, and cross-promotions with national partners.
- Leverage SFI's brand positioning across all communications

ELIGIBILITY REQUIREMENTS:

This position is funded partly through support from the Government of Canada's Youth Employment and Skills Strategy. To be eligible for this internship, candidates must:

- Be between 15-30 years old at the start of employment;
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the *Immigration and Refugee Protection Act* for the duration of the employment; and
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

EXPERIENCE REQUIREMENTS AND PREFERENCES:

- At least three years of successful university course work, preferably in communications, sustainability or forestry
- Forestry experience and a love of forests and the environment
- Familiarity with optimizing google adwords grants
- Experience running organizational social media accounts, particularly Pinterest and Instagram

SFI Inc. is an inclusive employer and provides equal employment opportunities to all employees and applicants regardless of race, colour, place of origin, religion, age, gender, or disability.

A job description is a general description of the function and major duties of a job. It may not specify all duties, tasks, and assignments associated with a job. It is not intended to limit or in any way modify the right of management to direct, assign, and control the work of employees in a unit. Accuracy, attention to detail, ability to work effectively in a team environment, and ability to work in an atmosphere of multiple projects and shifting priorities are requirements of all jobs at the Sustainable Forestry Initiative, Inc. Additional job-related qualifications may be specified for some openings. Job descriptions are subject to periodic review.



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PERSONAL CHARACTERISTICS:

- A positive attitude and high energy—a person who sees opportunities rather than obstacles, enjoys working cooperatively in a team environment, and takes responsibility over personal work
- Active curiosity and engagement in ongoing learning—having and seeking depth of content knowledge and understanding
- Ability to manage multiple complex projects in a fast-paced environment, handling tasks with diplomacy, tenacity, patience, and a drive for results
- Attention to detail and strong organizational skills
- An aptitude for technology and interest in learning new software systems and tools
- Superior written and verbal communication skills

HOW TO APPLY:

To apply for this position, email a resume and cover letter to Jennifer Byerly at

jennifer.byerly@sfiprogram.org.

Subject line should say "Application: Communications Intern." Applications will be accepted until the position is filled.

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