



Association of  
Whistler Area Residents  
for the Environment

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# Community Engagement Manager

Posting No. 22-01 | Close Date: Jan 9, 2022

## About AWARE:

The Association of Whistler Area Residents for the Environment (AWARE) has been Whistler's environmental charity for over 30 years. We work to progress community-scale solutions to some of the biggest challenges of our time. Climate Change. Habitat Loss. Wildlife. Waste. Water. Biodiversity. Wilderness. We work independently and with others to connect people with nature, and build more sustainable communities.

Our mission is to protect Whistler's natural environment by speaking up and taking action on environmental issues while empowering others to do the same.

Every member of our team has the opportunity to create change from within the portfolio they steer. From inspiring future generations to care for our environment, to helping people grow local organic food in our community gardens, or supporting businesses to reduce waste, AWARE is an organization where your work makes a difference, every day. We find ways to connect with the things people care about and focus on finding shared values as a route to changing behaviours and shifting unsustainable cultural norms.

## The Position:

**Reporting to the Executive Director**, the **Community Engagement Manager** is the connector, design eye, and creative mind who drives compelling communications and high levels of engagement with our community. You keep Whistler dialed in to the latest from AWARE while empowering our community to act on climate and safeguard the environment on which it depends. You are the vital connector that brings our work to life in our community, from leadership and advocacy efforts, to services and programming designed to deliver solutions to Whistler's conservation and climate challenges.

**The role and responsibilities include, but are not limited to:**

### **Community Engagement Strategy & Management**

- Design, execute and continually improve annual community engagement and marketing strategies

- Manage varied events, projects and communications campaigns including budget, planning, delivery, execution and analysis.
- Execute engagement strategies that connect AWARE's work with varied groups: partners, funders, community organizations, resort guests, residents and more.
- Work with Executive Director to coordinate media relations, including producing media releases, events, and briefings as required.
- Work with our cross functional team as needed to further the strategic objectives of AWARE and effectively report on, and communicate the impact of, our work.

### **Online Community Cultivation**

- Engage Whistler residents and visitors in online educational content, tools and interactive events, relating to local climate and conservation initiatives.
- Increase understanding of local conservation and climate action initiatives, often taking complex concepts into engaging key messages, infographics, social posts, presentation slides, etc that enable AWARE and partners to build greater community understanding and action for community solutions.
- Expand our digital community via the effective communication of AWARE's projects, programs and services through development, management and analysis of content for website, social channels and e-newsletters.
- Manage AWARE's website including content (blog, events, photos, videos, programming information, resources and membership details) to provide a hub for local environmental information.
- Oversee all aspects of AWARE's social media including the development and execution of campaigns to expand AWARE's reach/impact.
- Design and execute e-newsletter strategy including planning, content creation, analysis and subscriber growth
- Analyse and act upon, monthly analytics and reports for external communication channels (e-newsletters, social media, and website activities)

### **Programming Delivery & Support**

- Lead on planning, design, delivery and assessment of community engagement events, both online and in-person.
- Collaborate with programming leads to create & execute marketing and communications plans for ongoing programming, one-time projects and events.
- Improve the effectiveness of our online communications and programming in a way that continues to support ease of use, interactivity and active participation.
- Actively recruit community event partners. Ensure fulfillment of deliverables associated with event sponsorships and/or partnerships.
- Support program leads to identify and communicate meaningful volunteer opportunities

### **Member & Donor Relations**

- Design and deliver Membership and Donor Strategy.
- Evaluate and administer existing membership program.
- Manage donor relationships and donation campaigns.

This position is full time, 37.5 hrs/week. Salary compensation based on experience.

The role offers a unique opportunity to engage and empower our community to preserve and enhance Whistler's natural environment. You will engage with a broad range of local environmental initiatives. This is a career growth opportunity in a leadership position with long-term advancement potential.

## **Skills & experience required:**

- Post-secondary education and 3-5 years of experience, or an equivalent combination of training and experience, in communications, marketing, community engagement or relevant field.
- Experience and/or applied interest in designing and implementing communications and engagement strategies relating to a variety of topics and target audiences.
- Event planning and execution experience, including budget and logistics management.
- A broad understanding of media and communications channels. Knowledge of public relations, media relations, and consistency of message.
- Understanding of communication content development and distribution channels.
- Excellent verbal and written communication skills.
- Strong organizational and time management skills to plan, manage, and execute multiple projects in a deadline-driven team environment.
- Organized, detail-oriented, flexible and responsive working style.
- Strong interpersonal and relationship building skills.
- Superior technical knowledge of Microsoft Office, website and graphic design programs; Wordpress, Canva, Squarespace, Hootsuite are an asset.
- Able to work well independently with minimal supervision and jump in collaboratively with an adaptable cross-functional team.
- Education / experience in the sciences, environmental education or behaviour change program delivery is an asset.
- A keen interest in the Whistler community and environmental issues is essential.

## **Our values guide the way we work**

Collaboration | Communication | Education | Research | Participation

As a foundation to our work, we pledge to value all people, to seek new perspectives and maintain focus on building belonging, dignity and justice into everything we do.

## **What We Offer:**

- Full benefits package
- Flexible work schedule
- Hybrid work environment. You must be eligible to work in Canada and located in the sea to sky corridor.
- We're part of the Whistler Experience Program. This means you get:

- Access to training and professional development
- Whistler Blackcomb Spirit Pass
- Spirit Transit Pass
- Activity benefits
- Opportunity to work with a tight knit, friendly team driven to make change
- A career with real purpose!

## **How to Apply**

Please submit your resume and cover letter citing compensation goals and expectations by Sunday, January 9, 2022 to [cruddy@awarewhistler.org](mailto:cruddy@awarewhistler.org)

We thank all applicants for their electronic submissions; however, only those selected for an interview will be contacted.

An RCMP criminal record clearance is mandatory for this position.