

Communications Specialist

Job title	<i>Communications Specialist</i>
Reports to	<i>Jeremy Murphy, SSG Director</i>
Duration	<i>On contract</i>
Hours per month	<i>40 hours</i>
Salary	<i>\$24.50/hour</i>
Job application closing date	Friday 26th February 2016 (Midnight Eastern Time)
Job start state	Monday 14th March 2016

About Us

SSG is an inspired group of the foremost sustainability thinkers and consultants working together since 2001. Our base is in Canada, our mission is global. We deliver meaningful change with communities, organizations and institutions through open source technology and sustainable innovations. We empower citizens with open source tools, and policy makers with knowledge to inform their decisions to solve complex issues. Our areas of work are:

- Community Planning
- Green Building
- Campus Sustainability
- Sustainable Development and Research

As a workers cooperative, we believe it is the most equitable, accountable and active business model that enables cultural change from within. Our members' expertise crosses disciplines, cultures and generations to create a different working experience that makes essential sustainability impacts possible.

Job purpose

The primary purpose for all that work with SSG is to provide meaningful work for our members.

We are seeking a Communications Contractor to work 40 hours per month. At a key stage in SSG's growth, we are looking for an experienced communicator to coordinate a sophisticated and coherent communications plan, raising our profile in accordance with our Strategy into key markets and strengthening the following that we already have.

Key objectives

1. Our voice should be raising our profile, we should be joining aspirational conversations and following these up with increased projects and work
2. To accurately present a clear and coherent message around who and what SSG is and what SSG wants to do

Key responsibilities include and are not limited to:

- Develop, implement, and evaluate the communications plan across our audiences in collaboration with the SSG team
- Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where, and when to disseminate
- Put communications vehicles in place to create momentum and awareness as well as to test the effectiveness of communications activities
- Use our applications Hootsuite, Mailchimp and Wordpress
- Manage development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, presentations, social media, webinars, brochures, white papers, annual report, blog and website content
- Proofread key reports
- Coordinate website maintenance and content ensure that new and consistent information (article links, stories, and events) is posted regularly
- Track and measure the level of engagement within the network over time with annual reports to the Board and team
- Manage all media contacts and mailing lists
- Liaise with Administrator on Contact Management

Deliverables:

Newsletters: at least two a month

Mailing lists: use and manage our mailing lists in Mailchimp and coordinate with Admin on CRM

Webinars: two - three a month (one - two project based, one with Associates)

Social media: two active Twitter accounts that have different voices and audiences; one Facebook and one LinkedIn account

Press: write and send press releases as when there is something to shout about or contribute our voice to

WordPress sites: our main site SSG.coop, and project sites require adding to, and maintaining

Sustainability Assessment: working closely with Admin, write the content for the report

Essential skills and experience

- Experience developing and implementing communications strategies
- Excellent writing/editing and verbal communication skills
- Sincere commitment to work collaboratively with SSG staff and partners
- Experience with Google Apps sharing software
- A high degree of self-motivation and self led management
- Able to work to clear processes, with attention to detail
- Flexibility to adapt to different levels of workloads and schedules
- A commitment to continual improvement and best practice
- Comfort with working virtually with a distributed, non hierarchical workforce
- An ability to explore and navigate technology
- Familiarity with key sustainability issues

Preferred

- Responding to needs from the members and embracing a collaborative sharing culture
- Familiarity with and enthusiasm for workers co-operatives

Working conditions

You will work from home or a shared office (eg: HiVE Vancouver), SSG staff and Directors work in Vancouver, Montreal, Tatamagouche, NS, Ottawa, New York and Bristol, UK, thus proficient virtual communications (ie: online) is required. The successful candidate can work from their place of choosing and rent will be covered by SSG.

Remuneration

Remuneration is based on hours worked, up to a current maximum of 40 hours a month. The current remuneration rate is \$24.50/hour.

Application submission instructions

Please send a covering letter explaining why you are right for this position, why it is right for you now, and a current CV to: rebecca@ssg.coop in PDF. Please include contact details for Skype or Google Hangout. If you have any queries, please email her.

The deadline for applications is **Friday 26th February 2016 by midnight Eastern time**. You must be available for an online interview Thursday, March 3rd, 2016.

For more information about SSG, visit our website at www.SSG.coop.