

JOB POSTING

Marketing Communications Specialist

Part-Time (20 hours per week), Permanent

Location: Remote (Canada, US or Chile)

ABOUT SUSTAINABILITY SOLUTIONS GROUP

SSG is a 30-person worker co-operative founded in 2001 to carry out creative, challenging, and values-based work. Over the past 20 years, SSG has become a world leader in climate action planning. We aspire to a decarbonized world of thriving people, communities, and ecosystems—a world achieved with diverse collaboration and democratic participation, through analyzing the impacts of our choices, and by regenerative efforts achieving fossil fuels elimination.

Our work includes:

- Energy and emissions modelling and planning for communities and local governments;
- Climate change adaptation and mitigation planning;
- Equitable community engagement;
- Community and health planning;
- Neighbourhood planning and design;
- Energy systems planning;
- Cutting edge climate research, and more.

OUR COMMITMENT TO EQUITY

SSG celebrates diversity and strives to participate in restorative justice, in part by implementing just recruitment practices. We encourage applications from BIPOC, LGBTQIA2+ applicants, applicants with disabilities, and applicants from historically marginalized communities.

ABOUT THE POSITION

GENERAL DESCRIPTION

The Marketing and Communications Specialist (“MarCom Specialist”) will support SSG by marketing our services and telling stories about our climate action work through our website, social media platforms, and news and trade media. The MarCom Specialist will play a critical role in disseminating climate action insights and positioning SSG as a thought leader in climate action planning, primarily to local government target audiences.

In addition to researching and writing content, the MarCom Specialist will edit content written by other members of SSG and support our clients' efforts to raise awareness of their climate action work (e.g., press releases, developing key messages, climate action plan launch events, etc.) The MarCom Specialist will also contribute to the development of short- and long-term marketing strategies for SSG. The MarCom Specialist will work within SSG's MarCom Team, which consists of 4 people.

RESPONSIBILITIES

1. Co-create marketing and communications content and publishing/dissemination strategies regarding SSG and our projects

The MarCom Specialist will develop blogs, newsletters, press releases, opinion pieces, and other content about SSG and our projects. This will include:

- Brainstorming and pitching content ideas,
- Preparing a content strategy and schedule,
- Identifying publications and pitching our content to them,
- Interviewing SSG staff and others (e.g., municipal staff) to gather content,
- Reviewing project reports for key messages and insights to communicate,
- Analyzing information gathered from interviews and research for potential use in communications,
- Producing and updating SSG website content, and
- Drafting MarCom content for publication and dissemination.

In some cases, the MarCom Specialist may ghostwrite content on behalf of other SSG staff.

2. Social media management and strategy

The MarCom Specialist will oversee the social media strategy, focusing on LinkedIn to reach key target audiences. The MarCom Specialist will work closely with the Marketing and Communications leads on the strategic side for this task, but is expected to be self-sufficient in its implementation. Tasks will include:

- Generating enthusiasm about our work and achievements through social media,
- Analyzing and developing strategies for reaching key audiences and metrics to track success,
- Using social media to build target audiences and increase engagement with our work, and
- Creating a realistic and consistent posting plan with a specific number of posts per social media platform per week.

3. Support marketing strategy development

The MarCom Specialist will support the MarCom Team with the development of annual and quarterly marketing and communications strategies.

4. Other communications support

The MarCom Specialist will also support other communications tasks as required. These may include:

- Supporting clients with the coordination, production, and dissemination of project-related content, such as content related to new climate action plans and research,
- Preparing content and communications plans for conferences,
- Representing SSG at conferences, and
- Copyediting project reports.

WHO WE ARE LOOKING FOR

Successful candidates will have the following qualifications and attributes:

1. Excellent writing and storytelling skills
2. Excellent communications skills
3. Experience with writing blogs, newsletters, thought pieces, and/or press releases
4. Experience creating social media content
5. Ability to develop and implement marketing and/or communications strategies
6. Creativity and ability to think outside the box (a sense of humour doesn't hurt either)
7. A high degree of self-motivation
8. Comfortability with working virtually
9. A high degree of competency in individual and team working arrangements
10. Flexibility to adapt to different levels of workloads and schedules
11. Familiarity with and/or enthusiasm for worker co-operatives
12. Ability to work in a non-hierarchical environment

The following qualifications and attributes are considered assets but are *not requirements* for successful candidates:

1. Familiarity with climate action planning
2. Experience with updating and publishing content on web platforms such as Wordpress
3. Experience working in public relations, including producing press releases, pitching story ideas to news and trade media, and placing stories
4. Experience analyzing metrics to improve communications and/or marketing content
5. Experience with graphic design, photography, and/or video production
6. Experience with SEO
7. Interest in attending conferences on behalf of SSG

SOFTWARE

SSG's primary software tools include Google Workspace, Microsoft Office, Adobe (Acrobat DC, InDesign), Slack, Zoom, Wrike, and Zotero. Previous knowledge of these tools is not necessarily required and can be taught on the job.

SALARY, BENEFITS

SSG workers are paid according to a salary scale that factors in years of professional experience relevant to their position, as well as years worked at SSG. The salary scale applies equally to all workers, regardless of their position in the organization. The salary range for 2022 is The salary range for 2022 is \$60,300 -\$76,000 for non-members and \$62,900-\$81,800¹ for members. SSG targets an additional 15% base salary top-up at the end of the year, for all workers past their probationary period, when finances allow.

SSG offers its Canadian workers a group benefits package, which includes health, dental, and vision. Workers in the US and Chile are offered equivalent health coverage or a stipend so that they can seek their own coverage.

SSG also offers flexible holiday pay, two weeks of health & family care leave, 3 weeks of paid vacation, and a stipend for professional development.

WORKING AT SSG AND WORK LOCATION

SSG has a relatively flat staff structure and payscale. Climate change and social justice values are embedded throughout our organization and work. SSG is a distributed organization with staff in British Columbia, Alberta, Ontario, Quebec, New Brunswick, Nova Scotia, Texas, and Chile.

The Consultant will work from home or a shared office with occasional out of town travel for work. Applicants from outside of Canada, the US, and Chile are welcome to apply, however, they must be eligible to work in those countries. Our typical work hours fall within the Pacific, Eastern, and Atlantic time zones. All candidates must also be available during these hours (9 AM - 5 PM) in one of these time zones. Extensive work at a computer is required. SSG offers flexible work hours. Occasional overtime may be required.

APPLICATION

If interested, please email a resume to the hiring team at work@ssg.coop no later than midnight Pacific Time on July 3, 2022.

¹ Amounts are in Canadian dollars. For US-based employees, SSG will convert these ranges to US dollars. SSG's Chilean payscale is not yet in place. We expect it to be in place by the time we conduct interviews for these roles. The Chilean payscale will be based on the Canadian payscale, though adjustments will be made to meet local realities.

Instead of a cover letter, please provide brief answers to the following questions (1 page max, please):

1. How did you hear about this job opening?
2. What are the top three things that interest you about this role and why?
3. What are your top three attributes that make you a fit for this role?
4. What's something about yourself that you consider interesting (hobbies, favorite piece of art/literature/music, secret talent, etc.)?

Additionally, please submit a sample of your work, such as a blog, article, social media content, or other piece of writing, in pdf format or as a link. The sample may be published or unpublished, a personal piece or professional work.

Please send all documents as a single file.

If you need application assistance or accommodation due to a disability, please contact work@ssg.coop or call the hiring lead at 613 899-8735 between the hours of 9AM - 5PM (Eastern Time).

For more information about worker co-ops in Canada, see the following resources:

[What is a Worker Co-op: Canadian Worker Co-operative Federation](#)
[The Co-op Principles](#)

Depending on the number of applicants, we may be able to contact only those candidates whom we wish to interview.