



Helping people live sustainably

**Job Description
Communications Assistant**

Background:

[Reep Green Solutions](#) is an environmental charity that was created in 1999 by the University of Waterloo and the Elora Environment Centre. Reep Green Solutions exists to empower the community with the practical tools, knowledge and capacity for action to make sustainable living the norm. [Climate Action Waterloo Region](#) is a collaboration between local municipalities, organizations and community members focused on climate change. It is co-led by Reep Green Solutions and our colleagues at [Sustainable Waterloo Region](#).

Position Summary/Objective:

This is a shared position between Reep Green Solutions' Communications department and Climate Action Waterloo Region. In this role, you will use your knowledge of professional communications, social media and marketing to support Reep's and ClimateActionWR's communications goals. You will have one-one mentoring with a communications professional to develop skills in marketing, social media strategy, graphic design, event logistics, and professional communications.

You will work alongside the Communications Manager to develop social media posts, blog posts, marketing materials and outreach that will assist the community in understanding their role in taking action on climate change.

You will have an opportunity to use your interpersonal and organizational skills to assist with the planning of practical virtual workshops and virtual community-focused events. You will develop a greater understanding of environmental sustainability, the challenges of climate change and the importance of communicating the need to decrease greenhouse gas emissions locally, in support of 80% GHG reduction target by 2050.

Reporting to: Communications Manager

Hours: 5 days/week, totaling 35 hours/week.

Tasks & Responsibilities:

- Create and scheduling unique social media content (images, video, and audience engagement) to increase interest in sustainable living programs and services for Reep Green Solutions
- Support Climate Action Waterloo Region with social media management, graphics and event logistics
- Develop graphic design to create attractive marketing materials and advertising for programs (print, online etc.)
- Work with the communications manager to implement social media and communications strategy
- Use organizational skills to track major campaign key performance indicators (SEO, social media engagement, event participation, website metrics etc.)
- Assist with planning virtual and in-person community-focused events for both Reep and ClimateActionWR
- Attend community events and outreach pop ups to host interactive information sessions on programs and services to the community

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Charity registration #: 81585 2348 RR0001

- Write SEO blog posts on climate action and other relevant topics
- Assist with upkeep of website including updating content, adding events, optimizing pages and researching/implementing best practices
- Attend weekly and monthly meetings.
- In addition to these responsibilities, other tasks may be added as required by the organization.

Qualifications and Skills Required:

- Degree or college diploma in Marketing, Communications or a related field AND/OR at least 1 year of experience in a related field or similar role. New grads are welcome!
- Understanding media relations and digital media strategies
- Proficient in MS Office; familiarity with design software (e.g. Canva)
- Solid editing and researching skills
- Excellent communication skills (oral and written)
- Excellent time management and organizational skills
- Graphic design experience
- Online marketing and social media experience

Work Environment:

This role is a hybrid remote position. A stable internet connection is required to be arranged by the employee. Occasional in person meetings/work from the Reep House for Sustainable Living (20 Mill St., Kitchener, Ontario) and/or community events will be required. Occasional opportunities to work from an office environment can be arranged.