



Position Title: Kid Content and Marketing Coordinator (Bilingual)

Reports to: Senior Manager, Kids Content

Start Date: May 2022

About Earth Rangers

Earth Rangers is the kids' conservation organization, committed to instilling environmental knowledge, positivity, and the confidence to take action in every child in Canada. We do this through a variety of free programming that children can participate in at school, at home, and in their communities. All of these programs are educational and engaging—but more importantly, they show children that the things we do today will matter tomorrow.

Founded as a small community organization in 2004, Earth Rangers has grown to be the largest youth environmental organization globally; a homegrown, Canadian success story. Our more than 300,000 members and alumni take action year-round to reduce waste and energy use, raise awareness and funds for at-risk species and habitats, and improve the ecological integrity of their homes, schools, and communities.

Job Summary

We are seeking a new **Kid Content and Marketing Coordinator** to join our Creative Services team. This position will play an important role in developing fun, engaging and educational content for our community of kids across Canada. The position requires the consistent output of content in the form of environmental activities, blog posts and e-blasts. In addition, the position supports the day to day administrative functions associated with marketing activities, including assisting with campaign development.

Candidate Profile

The successful candidate will be creative, energetic and have a great sense of humour. They will be passionate about engaging the next generation in environmental protection and have a deep love and appreciation for nature and animals. They will be a self-starter who thrives in a collaborative team environment and has excellent time management skills and the ability to multi-task. Applicants must be fluent in both languages, and be comfortable ideating and writing content targeted to children aged 6-12.

Key Responsibilities:

- Conceptualize and write compelling weekly Eco-Activities for families.
- Work with the Programs Team to develop blog content related to key programs and priorities.
- Assist in the development of French content, including coordinating with external translators.
- Contribute creative and fun content ideas.
- Conduct the necessary research and fact checking when developing or editing content.
- Post and content regularly on Earthrangers.com.
- Work closely with our designers on the necessary assets to bring the content to life.
- Work with the Creative Director to coordinate and track marketing campaigns.
- Work with outside vendors on print jobs and other orders as necessary.
- Take part in member-focused events, providing support to the events team by developing and executing activities.
- Other tasks, as required.

Qualifications:

- Fully Certified Bilingual (English/French)
- Bachelor's Degree or certificate in marketing, communication or a related field.
- Demonstrated experience in creative writing and editing for the web.
- Ability to create web pages using WordPress or other similar web content authoring and website management tools.

Earth Rangers is dedicated to fostering a diverse work environment. We will consider all qualified applicants for employment. Applicants that meet the qualifications will be contacted for an interview.

Earth Rangers is committed to accommodating applicants and employees with disabilities. Should you require accommodation or this job description to be available in an accessible format, please advise.

Non GTA residents will be considered for full time remote work.

Interested applicants please forward your resume to hr@earthrangers.com