



Social Media Communications and Newsletter Coordinator

[Carbon Conversations TO](#) (CCTO) is a volunteer-run group that aims to motivate individuals in Toronto communities to express their concerns about climate change while gaining tools and resources to help them reduce their carbon footprint. Our program is designed using reputable [Carbon Conversations](#) materials developed by psychotherapist Rosemary Randal and engineer Andy Brown in the UK. We applied the model successfully in Toronto in 2018 and are hoping to grow our reach and impact this year.

General background/context on role:

Effective communications and outreach are critical to achieving CCTO's mission of normalizing climate action. Through our various digital channels, we aim to grow our online presence by sharing regular content that aligns with our [seven guiding principles](#) and engaging our audiences to participate in climate action through CCTO programming and other Toronto-based environmental opportunities.

Key Responsibilities

- Write content for the CCTO Facebook and Linked In page (with the possibility of expanding to Instagram)
- Contribute to strategic thinking around engaging and growing our social audiences
- Maintain our digital contact lists
- Assist with executing other communications tactics as needed and based on interest, including:
 - Blog writing and reviewing
 - Online resources
 - Website updates
 - Video creation
- Work with the communications team to create and curate CCTO website content and regularly update the site as needed
- Support with other communications-related needs as applicable

Key Skills and/or Experience (*that help with the role*): Applicants do not need to possess all of the below requirements, but should possess some of the following:

- Strong written communications skills



- A passion for self-teaching and testing and learning
- Familiarity with platforms such as Instagram, Facebook, Mail Chimp, LinkedIn, and Google Docs
- Self-starter, able to take initiative and implement new ideas
- Passionate about environmental issues and keen to learn more about Carbon Conversations TO

Would be considered an asset:

- Experience with video creation and editing, including being in front of a camera
- Interest/experience in: psychology, behavioural change, counselling or related areas
- Experience with content creation and management of social media accounts
- Experience with CCTO programming (e.g. you are a past program or workshop participant)
- Experience developing and preparing a communications and/or outreach strategy
- Experience in a volunteer-based setting
- Website management experience
- Understanding of copywriting, graphic design and layout
- Living or working in the City of Toronto/the Greater Toronto Area

Timing and Commitment | *Options could be:*

- 1-year commitment to the volunteer role
- Approximately 10-12 hours per month

Perks:

- Manage social media & other content for a grassroots organization that is working to support others in their journey for climate action
- Develop strategic thinking skills as you work with the CCTO Communications Lead in providing input on the annual communications plan
- Join a community of passionate environmentalists who are all working together to normalize climate action

Next steps:

Please share with us a short cover letter, explaining why you are interested in this role and your resume by March 22 to info@carbonconversations.com Please write 'Social Media & Newsletter Communications' in the subject line along with your name.