



# SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

**Position:** Bilingual Communications Manager

**Supervisor:** Director, Communications

**Location:** Flexible in Canada

**Status:** Contract (through March 31, 2021, with possibility of extension), Exempt from Overtime

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SFI® Inc. is a sustainability leader that stands for future forests. We are an independent, non-profit organization that provides supply chain assurances, produces conservation outcomes, and supports education and community engagement. SFI works with the forest sector, brand owners, conservation groups, resource professionals, landowners, educators, local communities, Indigenous Peoples, governments, and universities. SFI Inc. is governed by an independent three-chamber board of directors representing environmental, social, and economic sectors equally. Project Learning Tree Canada (PLT Canada), an initiative of SFI, is dedicated to advancing environmental literacy, stewardship, and career pathways using trees and forests as windows on the world.

An initiative of SFI, Project Learning Tree Canada (PLT Canada) believes in a society that values and benefits from sustainably managed forests and the great outdoors. PLT Canada is committed to using the outdoors to engage youth in learning about the world around them—in rural, Indigenous, and urban communities—and advancing environmental literacy, stewardship and career pathways using trees and forests as windows on the world.

Reporting to the Director, Communications, you will work collaboratively with the Communications Intern, consultants, and team members to help plan, manage and review PLT Canada marketing and communications projects and collateral, including social media. As a bilingual professional, you will ensure that messaging in both French and English is clear, effective, and adapted to target audiences, especially towards youth aged 15-30.

**Additional Resources:**

[SFI Indigenous Relations Statement \(Draft Aug 2020\)](#)

[SFI Staff Culture](#)

**ESSENTIAL JOB FUNCTIONS:**

- Ensure quality of both French and English content, ensuring availability of both languages as relevant across all channels,
- Oversee the accessibility (e.g. alt text, captions) of all PLT Canada content,
- Manage translation requests,
- Manage website change requests,
- Produce a wide variety of communications materials, including press releases, news articles, video scripts, email marketing campaigns, social media posts, etc.,
- Provide advice related to communications plans, messaging, and content,
- Support the adherence to communications and branding standards across all platforms,
- Create compelling stories for a wide variety of channels,
- Engage in and oversee social media outreach, and
- Monitor, evaluate and report on the impact and effectiveness of communications activities.

**QUALIFICATIONS/PERSONAL CHARACTERISTICS:**

The ideal candidate will bring:

- Fluency in French and English – with superior written and verbal communications skills in each language
- Demonstrated ability to be a problem solver and a utility player
- Positive attitude and high energy, enjoyment working cooperatively in a team environment, and will prioritize the mission over individual agendas
- Experience building positive and collaborative relationships with partners and stakeholders

- Track record for managing multiple complex projects in a fast-paced environment, handling tasks with diplomacy, tenacity, patience, and a drive for results
- Excellent organizational skills with attention to detail and the ability to effectively plan, analyze, and meet deadlines
- Proficiency with Microsoft Office suite (particularly Outlook, Word, Excel and PowerPoint)
- A sound work ethic with the ability to act both independently and as part of a team

**EDUCATION/EXPERIENCE REQUIREMENTS:**

- Degree in Communications, Journalism, Natural Resources, Sustainability, or related field.
- At least 5 years of professional experience in the Communications field.
- Familiarity with forest sustainability issues in the Canada and U.S. is an asset.

**HOW TO APPLY**

To apply for this position, email a French resume and cover letter to the attention of David Folkerson, Director, Communications, at [david.folkerson@sfiprogram.org](mailto:david.folkerson@sfiprogram.org). Subject line should say "Application: Bilingual Communications Manager". Applications will be accepted until September 8, 2020, or until the position is filled. Please note that the first round of interviews will be conducted in French.

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SFI Inc. is proud to provide our employees with a collaborative, dynamic, and rewarding professional experience, with a competitive compensation and benefits package and growth opportunities. We are committed to creating a diverse environment and being an equal opportunity employer. Our team represents a broad range of cultures, education, disciplines, and work and life experiences, and we strive to leverage these differences in our daily work. We will not discriminate against any employee or applicant on the basis of race, color, national origin, religion, age, gender, gender identity or expression, sexual orientation, disability, or any other protected characteristic. We believe in creating an empowered and supportive team that is committed to advancing sustainability through forest-focused collaborations.