

CONSERVATION HALTON is a community based environmental agency that works in partnership with watershed municipalities and the Province of Ontario to protect the natural environment. We also manage a number of parks for education and recreation including Glen Eden Ski & Snowboard Centre, Crawford Lake, Mountsberg Wildlife Centre, Rattlesnake Point, Mount Nemo, and Hilton Falls.



Interactive Media Writer
Communication Services Division
(1 year contract – 4 days a week)

Are you tired of commuting? Spending hours in your car or on transit? Cubicles cramping your creativity? Smog smothering your vision? If you are looking for a flexible work environment, with dedicated and engaged coworkers, and a picturesque work location nestled along the Niagara Escarpment, then look no further! Conservation Halton has an annual operating budget of approximately \$20 million, manages 10,000 acres of greenspace, and employs 600 professionally and culturally diverse team members. Our recreation programs draw 600,000 visitors annually to our parks, including upwards of 200,000 to the Glen Eden ski & Snowboard Centre. If you are looking for a role that you can grow with, then this exciting opportunity is for you!

Description

Are you hooked on social networking? Do you know how to translate blog posts and tweets into hits and followers? Conservation Halton is looking to enhance its online presence, spread brand awareness, and increase our online community, while maintaining clear, accurate, and engaging content on our websites. We want a dynamic, motivated team player to serve as webmaster, write creative content, and develop social media channels to provide support with online marketing initiatives, community engagement, and education.

If successful, you will develop and manage social networking and social media marketing communications on Twitter, Facebook, Youtube, forums, blogs, etc. Reporting to the Director of Communications, you will develop and implement strategies to increase visitors to our physical and online locations, as well as the number of friends, followers and subscribers.

Key Responsibilities:

- Maintaining and developing the CH Websites at www.conservationhalton.ca and www.gleneden.on.ca, as well as its micro sites at www.haltonhikes.ca
- Assisting with researching, writing, and editing content for Conservation Halton websites, including social media platforms
- Integrate and manage social media tools on CH websites
 - Assist in updating social media profiles and video accounts
 - Work within the Web 2.0 space
 - Research new websites and blogs, social media networks
 - One-on-one communication with leading fans and consumers online
- Proofing, posting, and managing content for the Conservation Halton websites ensuring accuracy and currency of website information while recognizing time-sensitivity of key communications items
- Coordinate with project team to help disseminate information to websites and online communities regarding events/contests/promotions, etc
- Liaising with Parks staff to gather information, both for the websites and the intranet
- Coordinate and manage a network of web content contributors and edit the content they provide.
- Generate a steady stream of content, representing all departments and locations, to maintain loyal readership, and monitor and track usage to gauge success.
- Working as the main liaison, with the website development agency to maintain and develop the CH websites and intranet content.



- Advising staff/volunteers on website development and then implementing plans
- Responding to, and/or re-directing, on-line inquiries as CH webmaster
- Project management and implementation of new/adapted sections
- Adaptation of graphical elements for web use (animated gif, flash etc.)
- Stay on top of the breaking news of the organization, writing stories that will inspire and engage staff.

Qualifications:

- Degree in a communications field (e.g. journalism, English) with web design and content courses
- Minimum 2 years in a digital media or marketing role
- Computer savvy, organized, detail oriented, analytical and creative
- Excellent writing and oral communication skills
- Demonstrated interest in social media marketing
- Team player with a positive attitude and strong commercial focus
- Demonstrated ability to manage multiple priorities and a flexible approach
- Up on the latest social media trends and have a minimum of two years professional experience incorporating YouTube, wikis, Facebook and twitter as part of communications strategies
- Fluent writer and editor with experience reporting and developing news stories and writing clear, engaging and effective copy
- Experience preparing and managing online content and initiating and managing communication campaigns is required
- Absolute comfort working within a CMS system, xHTML, Dreamweaver, PhotoShop, Illustrator & other Adobe products etc. Familiarity with flash and multimedia for web is a definite asset
- Familiarity with graphic design desired, including the ability to conceptualize how to present complex information visually.
- Capacity to approach projects with imagination and flexibility and to work effectively both independently and in teams for the best possible outcome
- Polished negotiation and interpersonal skills
- Open to diverse cultures and backgrounds, and able to work in virtual teams across a complex organization

Salary:

- Starting salary of \$22.00/ hour, 4 days a week

Benefits:

- Staff identification pass which entitles you to free entry to all of our conservation areas, free skiing and snowboarding, and discounts on goods, services, cafeteria food, events with a participation fee, equipment rentals and tubing!

Start Date:

- March 2010

Are we talking about you?

To be considered for these positions, candidates should submit their application, stating position title, no later than 6:00 pm, February 26, 2010 to:

Manager, Human Resources
Conservation Halton
2596 Britannia Rd. W., RR #2
Milton, ON L9T 2X6 Fax: (905) 336-0921

E-mail: hr@hrca.on.ca (include position title in subject line)



We thank all applicants for their interest however only those selected for an interview will be contacted.

P L E A S E N O P H O N E C A L L S

C o n s e r v a t i o n H a l t o n i s a n E q u a l O p p o r t u n i t y E m p l o y e r

Check out our website at www.conservationhalton.on.ca for a complete list of paid and volunteer opportunities!