



Employment Opportunity – Communications Coordinator

West Coast N.E.S.T. (Nature. Education. Sustainability. Transformation.), a program of the Clayoquot Biosphere Trust, is seeking a Communications Coordinator to support the growth of education tourism programs throughout the Clayoquot Biosphere Region. The Communications Coordinator will:

- Support the creation and delivery of West Coast NEST programs by carrying out email, phone, and virtual correspondence with local education organizations and businesses, tourism staff, visiting and local learners, also by generating documents, updating spreadsheets, and completing reports;
- Promote education programs by updating the West Coast NEST website, creating and publishing an online newsletter, and creating and publishing social media content;
- Connect with local hospitality businesses to increase awareness of local education programming and promote the use of westcoastnest.org program calendars;
- Interview local knowledge holders, educators, organizations, and businesses, and write stories about learning experiences in our region and publish online to promote local education tourism;
- Support local education organizations by documenting their events and courses using a combination of photography and written content;
- Create and implement seasonal, thematic, or event/course-specific marketing campaigns;
- Prepare other materials to support marketing campaigns as needed, including content for publications such as Westerly News, Tofino Time, or other print materials; and
- Prepare summaries of marketing efforts as needed for reporting.

The successful candidate should have a positive attitude, strong interpersonal and communication skills, proficient English language and computer skills, the ability to work productively both in a professional shared office setting and from your home, and have an interest in communications, sustainable development, education, and/or tourism. Previous communications experience is an asset. Preference will be given to candidates living in the Clayoquot Biosphere region.

Wage: \$24.24/hour

Term: January 2023 for 3 months with possible extension.

Schedule and work hours: 37.5 hrs/week, typically 9am – 5pm, Monday – Friday. Some work outside of regular office hours may be required.

Location: Work will take primarily at the Clayoquot Biosphere Trust office at 316 Main Street, Tofino, or at your home office, depending on the current conditions and in order to ensure a safe and healthy working environment. Some regional travel required.

Interested applicants are encouraged to reach out to Nicole at nicole@westcoastnest.org with your questions. To apply for the Communications Coordinator position please submit a cover letter and resume outlining your interest and relevant experiences and education to Nicole Gerbrandt by email nicole@westcoastnest.org. Application review and selection process will be ongoing until a candidate is selected.

About West Coast NEST and the Clayoquot Biosphere Trust:

West Coast NEST (Nature. Education. Sustainability. Transformation.) is a regional education tourism initiative led by the Clayoquot Biosphere Trust, working to expand local education opportunities and skills training programs, amplify the regional vision of sustainable development, diversify the economy from primarily adventure tourism to education tourism, and establish further employment opportunities. Education tourism seeks to connect visitors with experiential learning opportunities. The NEST connects visiting learners with local experts and knowledge holders from over forty businesses and organizations, who lead informative in-person and online multimedia talks, guided tours, and workshops about a variety of topics such as nature, science, sustainability, history, language, culture, and art.

The Clayoquot Biosphere Trust (CBT) is a registered charity based on the west coast of British Columbia, Canada. Established in 2000, CBT is the only organization in Canada that is both a community foundation and a UNESCO biosphere reserve. We pair this spirit of community with the power of a global presence to bring more people together for a shared understanding. We are one of 1800 community foundations worldwide implementing United Nations' goals to reduce poverty, end hunger, ensure quality education, and protect the environment. CBT also oversees the Clayoquot Sound Biosphere Region, one of Canada's 19 UNESCO biosphere reserves, and sustainability is at the heart of everything we do. Our team works to strengthen the development of all citizens, communities, and the ecosystems on which we all depend, for a future we can all be proud of.