



Employment Opportunity – Communications Assistant

West Coast N.E.S.T. (Nature. Education. Sustainability. Transformation.), a program of the Clayoquot Biosphere Trust, is seeking a summer communications assistant to support the growth and promotion of learning programs throughout the Clayoquot Biosphere Region. The Communications Assistant will:

- Promote learning programs by updating the West Coast NEST website, creating and publishing an online newsletter, and creating social media content (Instagram, Facebook, and TikTok);
- 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, and visitors, generating documents, updating spreadsheets, hosting at events, and completing reports;
- 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 that will be published online to promote local education tourism; and
- Support local education organizations by documenting their events and courses using a combination of photography and written content.

This position offers the opportunity to:

- Strengthen your marketing skills as you work to promote education programs;
- Expand a variety of digital skills;
- Develop your creative writing skills as you write, edit and publish stories that will be used to promote education tourism in our region;
- Develop your photography and photo editing skills;
- Develop and strengthen your verbal and written communication skills working in our professional open office and online spaces;
- Develop your teamwork skills with opportunities for collaborative project work;
- Gain experience hosting learning events; and
- Develop your leadership skills.

The successful candidate should have a positive attitude, strong interpersonal skills or a willingness to develop interpersonal skills, proficient English language and computer skills, the ability to work productively both in a professional shared office setting and from your home (equipment will be provided), and have an interest in communications, sustainable development, education, and/or tourism.

Wage: \$21/hr

Term: May 2025 for 16 weeks*

Schedule and work hours: 30 hrs/week, typically 9am – 3:30pm, Monday – Friday. Some work outside of regular office hours may be required.

Location: Work will take place primarily at the Clayoquot Biosphere Trust office at 316 Main Street, Tofino or your home office. Some regional travel required.

To apply for the Communications Assistant 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.

*This position is dependent upon partial funding from the Canada Summer Jobs wage subsidy program; therefore, the specific term will be determined in late April. Preference will be given to qualified applicants already residing in the Clayoquot Biosphere Region and youth who are underrepresented in the labour market. Additionally, eligible candidates must:

- be between 15 – 30 years of age at the start of employment;
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment; and
- have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

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 region. 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 region, 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.