

Municipal Natural Assets Initiative **Communications and Outreach Advisor**

Opportunity

The Municipal Natural Assets Initiative (MNAI), a Canadian not-for-profit society, is seeking a dynamic, self-motivated, experienced Communications & Outreach Advisor to play a key role in helping make natural assets management become a broadly based practice across Canada.

The Communications & Outreach Advisor will help ensure that the strong and growing case for natural assets management - as well as corresponding tools, examples, resources and stories - are available to Canadian local government political leaders and staff and to the diverse community of professional organizations, universities, media, publications, and research organizations with which MNAI collaborates.

Specific responsibilities include:

- Implementing and ensuring ongoing relevance of MNAI's communications plans.
- Developing and writing professional communications material including news releases, newsletters, briefing documents, pitch material, and articles.
- Reviewing and editing MNAI products including technical reports to ensure top-quality, professional products.
- Working with MNAI's designer to ensure website is current in terms of design, utility and user experience, and ensuring consistency of visual identity.
- Coordinating communications efforts with key MNAI partners.
- Selecting and tracking indicators to ensure continuous improvement.
- Traditional and digital/social media relations.

Competencies

- A minimum of 3 years relevant professional experience in communications, media, or public relations.
- Exceptional plain-language writing and copy-editing skills in English.
- Sound time management and work prioritisation skills with the ability to work independently and meet deadlines.
- Exceptional attention to detail.
- Experience in an organization with a comparable mission is an asset.
- French is an asset.



Organization

MNAI, a Canadian not-for-profit society, has defined and pioneered municipal natural asset management, a practice that motivates and supports municipalities to understand, protect, enhance and restore nature as a vital asset that provides core local government services (e.g., flood management) and diverse co-benefits (e.g., recreation, health). Municipal natural asset management is a counterpoint to more traditional asset management approaches that ignore nature entirely or understand it only in terms of green or aesthetic benefits, which result in it being overused and under-acknowledged.

Location

The MNAI team works remotely across Canada.

Diversity

MNAI is committed to meeting or exceeding:

- 1/ 50% gender parity (“50% women and/or non-binary people on Canadian board(s) and/or senior management”).
- 2/ 30% representation of other equity-deserving groups: Racialized, Black, and/or People of Colour (“Visible Minorities”), People with disabilities (including invisible and episodic disabilities), 2SLGBTQ+ and/or gender and sexually diverse individuals, and Aboriginal and/or Indigenous Peoples on its Board and staff.

Applications and more information

Please send a cover letter and CV by Friday, April 22, 2022 to info.mnai@gmail.com.