



**Nov 2022**

**Position Title:** Junior Content Specialist

**Reports to:** Senior Manager, Kid Content

**Start Date:** Nov/Dec 2022

### **About Earth Rangers**

Earth Rangers is the kids' conservation organization, committed to instilling environmental knowledge, positivity, and the confidence to take action in every child in Canada. We do this through a variety of free programming that children can participate in at school, at home, and in their communities. All of these programs are educational and engaging—but more importantly, they show children that the things we do today will matter tomorrow.

Founded as a small community organization in 2004, Earth Rangers has grown to be the largest youth environmental organization globally; a homegrown, Canadian success story. Our more than 300,000 members and alumni take action year-round to reduce waste and energy use, raise awareness and funds for at-risk species and habitats, and improve the ecological integrity of their homes, schools, and communities.

### **Job Summary**

We are looking for a highly creative individual with diverse experience designing and building content. As a key member of the Creative Services team, the Jr. Content Specialist will be responsible for developing environmental activities, staging blog posts and designing accompanying graphics. They will also be integral in managing the content calendar, reporting on content reach and coordinating the production of the Earth Rangers podcast.

### **Candidate Profile**

The successful candidate will be creative, energetic and have a great sense of humour. They will be passionate about engaging the next generation in environmental protection and have a love and appreciation for nature and animals. They will be a self-starter who thrives in a collaborative team environment and has excellent time management skills and the ability to multi-task. Applicants must be comfortable designing and writing content *targeted to children aged 6- 12*.

### **Key Responsibilities:**

- Write engaging content for children aged 6-12
- Create graphics and creative assets to bring the content to life
- Assist with building of blog posts in WordPress
- Coordinate podcast production
- Contribute creative and fun content ideas
- Manage the content calendar



- Coordinate Facebook and Instagram store campaigns
- Assist with content reporting including social media, eblasts and blogs
- Work with outside vendors on print jobs and other orders as necessary
- Developing and execute activities at member-focused events
- Other tasks, as required

**Qualifications:**

- Expert knowledge of Adobe Photoshop or Adobe Illustrator
- Excellent written communication skills
- Basic knowledge of Adobe Premiere or Final Cut Pro
- Basic knowledge of Adobe Audition, Audacity or other audio editing suite
- Ability to create web pages using WordPress or other similar web content authoring and website management tools
- College or an equivalent of education and experience
- French language an asset

*Earth Rangers is dedicated to fostering a diverse work environment. We will consider all qualified applicants for employment. Applicants that meet the qualifications will be contacted for an interview.*

*Earth Rangers is committed to accommodating applicants and employees with disabilities. Should you require accommodation or this job description to be available in an accessible format, please advise.*

Interested applicants please forward your resume to [hr@earthrangers.com](mailto:hr@earthrangers.com)