

## **Canon Envirothon Public Relations Specialist (1/2 time)**

### **Assistant to Executive Director (1/2 time)**

“Join a team of dedicated staff, volunteers and educators who are leading environmental education across North America. Envirothon is North America’s largest environmental education competition for high school students. We are seeking a Public Relations Specialist/Assistant to the Executive Director who will build on the strengths of our program by using their expertise to enhance our outreach with our member programs and the public. The Public Relations Specialist/Assistant to the Executive Director will use their innovation and creativity to bring a fresh perspective to this dynamic program.”

The Public Relations Specialist/Assistant to Executive Director is a Canon Envirothon employee. The position performs duties focusing on overall direction of the public information/ public relations of Canon Envirothon as well as serving as an assistant to the Executive Director concerning administrative duties and the day-to-day operation of the North American Envirothon program. This position’s immediate supervisor is the Canon Envirothon Executive Director, acting on behalf of the Canon Envirothon Board of Directors. Knowledge of the not-for-profit business sector is desirable.

### **Education:**

A Bachelor’s degree in Public Relations, Journalism, Multi-Media or a related field and five years of experience, demonstrated knowledge of public relations both in organization and in the public sector. Candidate must have proven leadership abilities in an administrative setting. Knowledge of the Envirothon program and its mission is desirable. A knowledge of French could be an asset.

### **Essential Requirements of Work:**

- Excellent written and verbal communication skills.
- In- depth knowledge of website design, operation and maintenance.
- Experience in working with both print and visual media applications.
- Creative self-starter.
- Ability to build effective working relationships with program partners and member committees.
- Proficiency in MS Office computer applications.

- Desktop publishing skills.
- Ability to coordinate and assist in special events such as news conferences, exhibits, workshops, etc.
- Assist the Executive Director in the management of the day to day operation of the overall program including fund raising.
- Knowledge of the grant process.
- Confidentiality and professionalism.
- Ability to multi-task.

**Responsibilities include:**

- Coordination of the Canon Envirothon public relations program.
- Working closely with state/provincial host committees and natural resource professionals.
- Assisting state and province Envirothon programs with their PR needs.
- Organization, maintenance and updating of information on the website.
- Tracking and communication with Alumni.
- Developing partnerships with other environmental and conservation education organizations; ability to travel when needed.
- Assist Education Specialist as needed.
- Plan, coordinate and assist with special events such as news conferences, exhibits, workshops, etc.
- Planning, writing, editing, distributing press releases, newsletters, articles and annual reports.
- Planning, writing, coordinating of publicity and informational brochures, mail-outs, videos and photographs.
- Assume administrative duties in the Executive Directors absence.
- Assist in fundraising activities.

**Personal Suitability:**

The position requires a high level of confidentiality, imagination, tact, good judgment and initiative.

The employee will be required to function in highly stressful situations and will often be required to meet rigid deadlines.

The work frequently involves irregular hours and /or overtime and travel.

**Working Conditions:**

Work involves special physical demands such as lifting 50 pounds or more, climbing ladders, etc.

This position requires lifting of equipment, display boards, manuals, etc.

Assist with and coordinate the packing and shipping of materials and supplies.

**Work Involves:**

The Public Relations Specialist/Assistant to the Executive Director will establish and maintain satisfactory working relationships with other employees and the general public.

The position will receive direct supervision by the Executive Director and will be expected to exercise discretion and good judgment in all areas of work. Assigned projects which entail technical and confidential matters will be given close attention by the Executive Director.

The Public Relations/Assistant to the Executive Director will receive on-the-job training and other special training as necessary to fulfill the requirements of the position.

Application Deadline: October 24, 2008

Salary Range : \$40,000- \$47,000 DOE , plus a Benefit package.

Contact Person: Clay Burns

Phone: 866-854-2898

Email: [clay-burns@nacdnet.org](mailto:clay-burns@nacdnet.org)

Mailing Address:

P.O. Box 23005

Jackson, MS 39225

Applicants are requested to submit the following:

- Resume
- Cover Letter outlining interest.
- Daytime and Evening Contact Information