

**Request for Proposals: Digital Communications Contractor
to Support Indigenous Youth On-the-Land/Water Programs Across Canada
Nature United Emerging Leaders Program**

Contract dates: October 15, 2023 – August 15, 2024 (10 months) with possibility of extension

Apply by: Oct 1, 2023

Location: Remote

Hours: approximately 7 hours / week (~250-300 hours total over 10 months)

Overview:

Nature United is seeking a digital communications contractor to advance our work to support [Indigenous youth on-the-land/water programs](#). Proposal deadline is **Oct 1, 2023**. Please reach out with any questions to Zahra Remtulla, On-The-Land Youth Programs Lead (zahra.remtulla@tnc.org).

Nature United works in [partnership with Indigenous communities](#) and organizations to support youth on-the-land/water programs across Canada. As part of [this work](#), we:

- develop and share [tools and resources](#) based on needs of program coordinators and practitioners involved with Indigenous-led youth on-the-land/water programs;
- support and organize networking opportunities for an emerging Community of Practice of these coordinators and practitioners; and
- offer direct support to some programs.

Contractor Responsibilities:

We are currently seeking a Digital Communications Contractor to help with the design and dissemination of monthly e-newsletters, administrative and communications tasks related to bi-monthly webinars, content creation for and day-to-day operations management of social media channels, website management; and overall communications / outreach planning. The successful candidate will first and foremost be passionate about supporting Indigenous youth to connect to their lands, waters, and cultures as the future leaders of their communities. They will also be highly organized, a strong communicator, and have experience writing communication materials.

Specific tasks include:

- Communications/outreach planning
 - Strategically develop and implement effective communications strategies to grow and increase engagement within the Community of Practice
 - Collect, analyze and report on newsletter, webinar, social media, and website metrics
 - Develop, manage, and maintain an editorial and promotional calendar for new content
 - Maintain regular, timely and professional communications with the project team

- E-Newsletter
 - Create, edit, and distribute (through MailChimp list) an engaging, relevant monthly digital newsletters to highlight content (program stories, events, funding opportunities, tools/resources) of interest to Community of Practice members
 - Work with partners to collaboratively create content (e.g., write stories about individual programs or funders that can be highlighted in newsletter)
 - Update MailChimp list on a regular basis and support identification and application of relevant MailChimp “tags”
 - Identify, save, and organize information relevant to the Community of Practice from sources forwarded by the On-The-Land Youth Programs Lead

- Online Events
 - Support bi-monthly webinar series by managing administrative and communication tasks before, during, and after webinars, including video editing and publishing

- Website
 - Update website content as needed, with an eye for detail, user experience, and timeliness
 - Track and resolve minor to moderate website and user experience issues

- Social Media
 - Grow our social media presence on Facebook by creating content that resonates with our target audiences and engaging with Community of Practice members

Qualifications

- Passionate about supporting Indigenous youth to connect to their lands, waters, and cultures as the future leaders of their communities
- Experience working and communicating in cross-cultural contexts and with Indigenous knowledge systems
- Lived experience in or experience working with Indigenous Nations, communities, and organizations
- Excellent written and oral communication skills
- Self-motivated and highly organized with meticulous attention to detail
- Able to be flexible, work with ambiguity, and demonstrate initiative and creativity
- Experience managing and maintaining websites, social media (Facebook), and e-newsletters (Mailchimp) in a professional setting
- Experience measuring, analyzing, and reporting on digital engagement and performance
- Experience with Microsoft Office Suite (Excel, Word, PowerPoint etc.)
- Basic video editing experience

Assets

- Strong project management and strategic thinking skills and experience developing communication / outreach plans
- Experience working with the following additional Platforms: YouTube studio creator; iMovie or other video editing software; Google Workspace; Google Analytics; Instagram; website builders (please specify which)
- Experience with graphic design or ability to develop engaging and clear infographics / tools to support on the land practitioners

Please submit a proposal by email to the On-The-Land Youth Programs Lead (zahra.remtulla@tnc.org) by October 1, 2023.

Please include the following elements in your proposal:

- Resume / CV
- Cover letter (1 page) or video introduction (60-90 seconds), including relevant experience and interest in on-the-land youth programming
- Expected hourly rate
- 1-2 samples of your work (e.g., websites, blog posts or newsletters, social media posts, etc.). These can be shared as links or attachments.

We recognize that women, visible minorities, Indigenous peoples, people with disabilities and other equity-deserving groups are less likely to apply if they do not match most of the qualifications. Nature United finds strength in diversity of backgrounds, lived experiences, knowledge, and identities. We strongly encourage those interested who bring new perspective to apply.