

Website & Digital Communications Coordinator

[Carbon Conversations TO](#) (CCTO) is a volunteer-run group that aims to motivate individuals in Toronto communities to express their concerns about climate change while gaining tools and resources to help them reduce their carbon footprint. Our program is designed using reputable [Carbon Conversations](#) materials developed by psychotherapist Rosemary Randal and engineer Andy Brown in the UK. We applied the model successfully in Toronto in 2018 and are hoping to grow our reach and impact this year.

General background/context on role:

Carbon Conversations TO's website is a key platform to helping us grow online presence and grow participation in CCTO programming. Maintaining and updating the website is important in ensuring we are sharing relevant and timely information and have the best user experience possible.

What you would be doing:

Key Responsibilities

- Work with the communications team to create and curate CCTO website content and regularly update the site as needed
- Think about opportunities to enhance CCTO website to ensure the best user journey and experience possible
- Lead any future website enhancement strategies, with the support of the communications lead
- Be familiar with and ensure communications follow CCTO's communications principles and guidelines
- Perform analytics on CCTO's website and maintain our digital contact lists
- Perform analytics on other digital communications platforms as needed (Facebook, Mail Chimp, etc.)
- Assist with executing various communications tactics as needed, including:
 - Social media posts
 - Online resources
 - CCTO Newsletter
- Maintain our contact lists associated with our digital communications channels such as Mail Chimp and the website forms.



Key Skills and/or Experience (*that help with the role*): Applicants do not need to possess all of the below requirements, but should possess some of the following:

- Website management experience
- Strong written communications skills
- A passion for self-teaching and testing and learning
- Self-starter, able to take initiative and implement new ideas
- Passionate about environmental issues and keen to learn more about Carbon Conversations TO

Would be considered an asset:

- Interest/experience in: psychology, behavioural change, counselling or related areas
- Familiarity with platforms such as Facebook, Mail Chimp and Google Docs
- Experience developing and preparing a communications and/or outreach strategy
- Experience in a volunteer-based setting
- Website management experience
- Understanding of copywriting, graphic design and layout an asset

Timing and Commitment:

- We are looking for at least a 1-year commitment to the role
- Approximately 10 hours per month (with the possibility of more if a larger website enhancement is planned)

Perks:

- Develop strategic thinking skills as you work with the CCTO Communications lead in providing input on the annual communications plan
- Join a community of passionate environmentalists who are all working together to normalize climate change
- Feel how you can make a difference and support others in their journey of climate action.

Next steps: Please share with us a short cover letter, explaining why you are interested in this role and your resume by February 26 to info@carbonconversations.to Please write 'Website & Digital Communications Coordinator' on the subject line along with your name.