

Posting #09-001 Program Director of thebigwild.org

Date Posted: January 9, 2009

Closing Date: January 23, 2008

Status: FT One Year Contract (Feb 15, 2009 – Feb 15, 2010)

Referral Bonus Amount: \$500.00

Location: Head Office, Sustainability and Community Dept.

Manager: Esther Speck, Big Wild Steering Committee Chair & MEC Sustainability Director

Salary: Currently under job evaluation. Please contact Human Resources at 604-707-4439 if you have any questions.

Start Date: asap

Replacement position Note: This role is an extension and an enhancement of an existing contract position (Big Wild Coordinator)

Purpose: Mountain Equipment Co-operative seeks an experienced online strategist and communicator who can help us create Canada's most engaged and effective online community for wilderness conservation. The Big Wild is an innovative conservation initiative founded by MEC and the Canadian Parks and Wilderness Society (CPAWS): it's an online community that brings Canadians together to enjoy our wilderness and help keep it wild. By combining conservation community expertise with MEC's nationwide network of almost three million members, we can build a community that inspires a new constituency of Canadians to care about and act on behalf of our wilderness.

As the Director of thebigwild.org, you will head up the Big Wild's efforts to expand our community's size and effectiveness by developing online activities and promotions, leveraging other MEC outreach channels (including our stores, email and partnerships), engaging members in outdoor activity challenges (the Big Wild Challenge) and strategizing around conservation campaigns, social networking and other collaboration tools. Your leadership will help build a large-scale community that demonstrates support for the vision of protecting at least half of Canada's public land and water, and for specific conservation initiatives and campaigns.

What you'll be doing:

- Setting the community's strategic direction and goals in consultation with the Steering Committee, and implementing strategy, plans, programs and services to increase online activity
- Developing plans for promotional and outreach activities, materials and partnerships, and executing those plans in collaboration with our team
- Ensuring the Big Wild platform's technical excellence and responsiveness to community needs. Includes setting the trajectory for platform development and maintaining the development roadmap
- Managing the operations and growth of the Big Wild human resources (team of a part-time moderator, technical contractors, communications and conservation support), achievement of milestones, contracts, budgeting and ongoing reporting
- Leading communications and marketing for The Big Wild, including marketing, public relations and responses to public inquiries
- Identifying and acting on opportunities to collaborate with organizations such as other non-profit organizations, businesses and schools
- Coordinating with key staff at CPAWS and MEC to build internal and external partnerships, support and audience
- Establish the Big Wild as an inclusive entity that exists beyond founder organizations (later priority after the initial phase of community building)

What you need to do it well:

- A passion for social media or online community, and a relentless fascination with how you can harness it to the issues you care about
- A broad interdisciplinary background that includes experience in business, online technology and nonprofits or advocacy organizations
- At least two years of professional experience in the field of online community, social media, blogging or social networking
- Excellent communications and writing skills, including marketing and outreach experience
- At least two years of experience in project management, preferably including experience managing web sites or projects
- Knowledge of and passion for wilderness conservation and outdoor recreation in Canada (professional experience in this field is not a requirement)
- Demonstrated ability to manage teams (including staff and contractors) and to develop effective stakeholder relationships
- An established network of relationships with conservationists, recreationists, environmentalists and social media influencers
- An entrepreneurial spirit and experience in successful completion of the development phase in a new venture, major project or organization.
- Experience in coalition/organization building and funding an asset
- Oral fluency in both official languages (French/English) highly desirable, written fluency an asset
- Infectious enthusiasm that begins with one symptom: your desire to be part of making The Big Wild a bold new force for conservation

Please submit resume with covering letter stating job posting number addressed to the position Manager:

Mail/Daybag to:

Human Resources
MEC Head Office
149 West 4th Avenue
Vancouver, BC V5Y 4A6

Fax To:

604-731-3826

Email: jobs@mec.ca

Notes:

- This posting has been approved by members of the SMT.
- This posting will be posted internally and externally.
- Unfortunately, not all applicants can be interviewed, but all will receive an acknowledgement of receipt from Human Resources and feedback regarding their status from the recruiting manager.
- It is recommended that applicants advise their current manager about their application. If this is not possible, please contact Human Resources for assistance.
- There is an expectation that the successful candidate will commit to a minimum of 6 months in this position before applying for other job opportunities.
- Please contact Human Resources at 604-707-4439 if you have any questions regarding this posting.