



SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

Position: Intern, Marketing & Publicity

Supervisor: Vanessa Bullwinkle, Sr. Director, Communications & Marketing

Location: Flexible within Canada (Remote)

Status: Fixed Term, Non-Exempt from Overtime

At the Sustainable Forestry Initiative® Inc. (SFI), we believe that sustainable forests are critical to our collective future. SFI® is a sustainability leader through our work in *standards, conservation, community, and education*. As an independent, non-profit organization, we collaborate with our diverse network to provide solutions to local and global sustainability challenges. SFI works with the forest sector, brand owners, conservation groups, resource professionals, landowners, educators, local communities, Indigenous Peoples, governments, and universities. SFI Inc. is governed by an independent three-chamber board of directors representing environmental, social, and economic sectors equally.

Project Learning Tree® (PLT) is an award-winning environmental education program that advances environmental literacy, stewardship and career pathways using trees and forests as windows on the world. PLT offers a wide range of fun and engaging activities, suitable for all ages and settings, to help teach youth about trees and forests. We also provide high-quality professional development and multi-disciplinary supplemental curriculum correlated to academic standards to help teachers integrate teaching about the environment into their lesson plans and become comfortable teaching outdoors. PLT supports getting youth into nature in ways that are meaningful and that inspire them to become environmental stewards, and introduce them to forest and conservation careers. PLT is an initiative of the Sustainable Forestry Initiative.

PLT has recently published a comprehensive new resource for teachers and nonformal educators, *Explore Your Environment: K-8 Activity Guide*. In summer 2021, PLT will launch a new consumer-facing product line with the publication of *Discover Nature*, a 2-book set consisting of an adult leader guide of fun, easy-to-do activities for families and friends to do with kids, and an accompanying journal for kids to record their field observations.

The PLT Intern, Marketing & Publicity Coordinator will help develop and execute targeted marketing and publicity campaigns using many types of communication tools and strategies. He/she will support a Back-to-School campaign for *Explore Your Environment: K-8 Activity Guide*. He/she will also help formulate and execute public relations campaigns to create positive buzz surrounding the launch of *Discover Nature*. He/she will work in conjunction with PLT's Education Products manager, PLT/SFI's Communications and creative teams and (TBD) a PR agency to develop materials, draft press releases, distribute promotional content, and act as an in-house contact for media responses.

This position is funded through support from the Science and Technology Internship Program (Green Jobs). The internship opportunity may range from 6-9 months based on experience and qualifications, and must end by March 31, 2022.

ESSENTIAL JOB FUNCTIONS:

- Promoting sales by helping to plan and implement marketing strategies.
- Helping to craft promotional messaging and products.
- Planning and implementing publicity campaigns and events for earned promotions.
- Making connections and collaborating with influencers for user generated content for use in marketing.
- Working with the content team to create on-trend social media and blog posts.
- Putting together informative press kits.
- Conducting outreach for reviews and developing relationships with media organizations.
- Conducting market research and reporting back on your findings.
- Analyzing the impact of our publicity strategy and making adjustments where necessary.

ELIGIBILITY REQUIREMENTS:

This position is funded partly through support from Natural Resources Canada’s Science and Technology Internship Program (Green Jobs). To be eligible for this internship, candidates must:

- Be between 15-30 years old at the start of employment;
- Be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment; and
- Have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

EDUCATION/EXPERIENCE REQUIREMENTS:

- Bachelor's degree in Marketing, Communications, Public Relations, or related field.
- Two years’ experience in marketing and/or public relations is preferred.

QUALIFICATIONS/PERSONAL CHARACTERISTICS:

The ideal candidate will have excellent written and verbal communication skills. The top candidate will be a creative individual, with the ability to envision out-of-the-box marketing strategies that help our company make a splash in the public's awareness.

- Previous marketing or public relations experience, such as planning, writing, and implementing publicity campaigns, including press releases, social media posts, promotional videos, book fairs and other promotional events.
- Strong understanding of social media and internet culture.
- Impeccable communication skills, both written and verbal.
- Copywriting and content creation skills.
- Outgoing personality with excellent interpersonal skills.
- Creative, results-driven mindset.
- Confident public speaking ability.
- Proficiency with Microsoft Office suite (particularly Outlook, Word, Excel and PowerPoint)
- A sound work ethic with the ability to act both independently and as part of a team
- Positive attitude and high energy, enjoyment working cooperatively in a team environment
- Excellent organizational skills with attention to detail and the ability to effectively plan, analyze, and meet deadlines

HOW TO APPLY

To apply for this position, email a resume and cover letter to the attention of VANESSA BULLWINKLE, at careers@forests.org. Subject line should say "Application: MARKETING & PUBLICITY INTERN". Applications will be accepted until June 30, 2021 or until the position is filled.

SFI Inc. is proud to provide our employees with a collaborative, dynamic, and rewarding professional experience, with a competitive compensation and benefits package and growth opportunities. We are committed to creating a diverse environment and being an equal opportunity employer. Our team represents a broad range of cultures, education, disciplines, and work and life experiences, and we strive to leverage these differences in our daily work. We will not discriminate against any employee or applicant on the basis of race, color, national origin, religion, age, gender, gender identity or expression, sexual orientation, disability, or any other protected characteristic. We believe in creating an empowered and supportive team that is committed to advancing sustainability through forest-focused collaborations. Learn more about [SFI Staff Culture](#).