



SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

Position: Coordinator, Education

Status: Full time, Salaried, Non-Exempt from Overtime, Fixed Term (through March 31 2022)

Supervisor: Director, Education

Location: Flexible within Canada

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.

SFI is a leader in environmental education through professional development and curriculum resources that use trees and forests as a window on the world. Our resources and programs take students outdoors to learn and connects youth to nature in urban, suburban, and rural settings. We inspire educators and youth leaders to take action for sustainable forests and a sustainable planet, and to introduce young people to green careers.

The Education Coordinator advances SFI's mission by supporting goal areas for the education pillar including Program Research, Delivery and Reporting. Results will help SFI communicate the impact of our education and outreach programs, provide benchmarks to evaluate future performance, and reveal new opportunities to enhance impacts, grow partnerships, and secure funding. This work will be accomplished with the support and direction of multiple SFI Education Pillar staff.

ESSENTIAL JOB FUNCTIONS:

This work will be completed in conjunction with Coordinator, Sales & Marketing, unless otherwise noted.

Program Research and Strategy:

- Support strategy to implement programs and initiatives with partners.
- Support aggregation, analysis, and visualization of evaluative data across states.
- Conduct research to advance curriculum offerings, including research on comparable titles and target audiences for new print and digital products, and resources. This work will be completed in collaboration with Director, Curriculum; Senior Manager, Education; and reporting to the Director, Education.
- Research new markets for promotion of education products including award programs; coordinate applications.
- Research SFI grant project outcomes to assist in developing compelling communications, infographics, and other media.

Program Delivery and Reporting:

- Provide high-quality customer service and technical support to State Coordinators, educators and partners accessing educational materials and/or professional development.
- Support process to digitize, upload, and tag curriculum materials for a robust searchable index on the new website using WordPress.
- Review, document and implement content updates as part of new website launch.
- Provide support for maintaining and improving IT systems, including e-commerce sites, WordPress websites, learning management system (Litmos), and metrics dashboard.
- Provide technical support for advancing the digital optimization strategy including making updates to key e-commerce platforms, WordPress sites, data warehouse reconciliation, and providing customer support.
- Support strategic management of data through transition to new customer relationship management software.
- Support staff in providing web training for networks and other professional development webinar.
- Perform other duties as requested.

ELIGIBILITY REQUIREMENTS:

This position is funded partly through support from the Government of Canada's Youth Employment and Skills Strategy. To be eligible for this position, candidates must:

- Be between 18-30 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.

QUALIFICATIONS/PERSONAL CHARACTERISTICS:

- A positive attitude and high energy—a person who sees opportunities rather than obstacles and enjoys working cooperatively in a team environment
- Strong organizational skills and attention to detail
- An aptitude for technology, including working knowledge of WordPress
- Ability to work independently and remotely
- Ability to manage multiple complex projects in a fast-paced environment, handling tasks with diplomacy, tenacity, patience, and a drive for results
- Active curiosity and engagement in ongoing learning—having and seeking depth of content knowledge and understanding
- Superior written and verbal communication skills
- Proficiency in Microsoft Office

EXPERIENCE/EDUCATION REQUIREMENTS:

- Graduate of an accredited 2- or 4- year college or university.
- Direct experience with forestry, natural resources, education sectors preferred. Interest in nonprofit management or sustainability initiatives is a plus.
- Experience in and passion for technology.
- Specific experience with HTML, WordPress, and/or Salesforce is a plus.
- Experiences in customer service is a plus.
- Secondary language skills are a plus.

HOW TO APPLY

To apply for this position, email a resume and cover letter to the attention of Kate Nagle, Director, Education, at jobs@forests.org. Subject line should say "Application: Education Coordinator." Applications will be accepted 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](#) and read our [Diversity, Equity and Inclusion Policy](#).