

Job Posting: Outreach Coordinator

New Brunswick Federation of Woodlot Owners (NBFWO)

Position Type: Full-time

Term: 3-year contract ending March 31, 2029

Location: Fredericton / Hybrid /Province-wide travel

Salary Range: [\$45,000–\$55,000] commensurate with education and experience plus health and dental

Reports to: Executive Director

Start Date: July 6 (Pending funding confirmation)

Posting Closes: May 31

About Us

NBFWO is a member-based non-profit that supports private woodlot owners across New Brunswick through education, outreach, advocacy, and partnerships that promote healthy forests, sustainable management, and thriving rural communities. We work with landowners, forestry professionals, community groups, government, researchers, and sector partners to strengthen the voice and capacity of woodlot owners.

Position Summary

The Outreach Coordinator strengthens engagement with woodlot owners and community partners across New Brunswick. This role plans and delivers outreach activities such as workshops, field days, communications, and member services. The Outreach Coordinator also supports relationship-building and collaborative initiatives that advance sustainable forest management, landowner education, and organizational membership growth.

Key Responsibilities

1) Landowner & Community Outreach

- Plan, promote and organize outreach initiatives for woodlot owners, including **workshops, field tours, webinars, and information sessions**.
- Provide responsive support to members and prospective members (inquiries, referrals, resource sharing).

- Maintain positive relationships with members and volunteers, including development of recognition programs
- Develop and maintain relationships with other organizations and groups providing services to woodlot owners across NB.

2) Communications & Member Engagement

- Create and coordinate outreach communications (e.g., **newsletter content, web updates, social media, event promotion, member notices**).
- Maintain an annual outreach calendar and ensure consistent, accessible messaging aligned with organizational goals.
- Support recruitment and retention efforts by promoting benefits of membership and showcasing landowner success stories.

3) Partnerships & Stakeholder Relations

- Liaise with forestry sector partners (e.g., extension services, contractors, consultants, conservation organizations, educational institutions, and government).
- Participate in meetings and working groups; prepare briefings, summaries, and follow-ups as needed.
- Support collaborative projects that benefit woodlot owners (e.g., training, safety, stewardship, biodiversity, climate resilience).
- Identify sponsorship and collaboration opportunities.

4) Event & Project Coordination

- Coordinate logistics for events (venues, catering, registration, speaker coordination, safety considerations, materials).
- Promote events and activities.
- Plan and support program delivery and project timelines; track deliverables and outcomes.
- Gather participant feedback and report on results.

5) Data, Reporting & Administration

- Maintain member/outreach contact lists and engagement records in [CRM/Excel/Database].
 - Track outreach metrics (attendance, membership leads, newsletter engagement, partnerships).
 - Contribute to reporting for the Board, funders, and partners (activity reports, outcomes, lessons learned).
 - Support grant-related administration (where applicable), including documentation and evaluation.
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Required Qualifications & Experience

- Post-secondary education in a relevant field (e.g., **communications, forestry, natural resources, environmental studies, community development**) or equivalent experience.
 - Demonstrated experience in **outreach, community engagement, education, extension, communications, or program coordination**.
 - Strong written and verbal communication skills; able to translate technical concepts into plain language for landowners.
 - Comfort working with rural and diverse communities and building trust-based relationships.
 - Proven ability to plan and deliver events and manage multiple priorities.
 - Valid driver's license and ability to travel within New Brunswick (including occasional evenings/weekends).
 - Proficiency with common digital tools (MS 365, email marketing tools, social media platforms, Zoom/Teams).
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Preferred / Asset Qualifications

- Knowledge of **private woodlots**, forest stewardship, forestry operations and applicable legislation and regulations.
 - Experience working in or with the private forest sector (landowners, contractors, wood markets, extension services).
 - Bilingualism (**English/French**) is a strong asset, especially for province-wide outreach.
 - Experience with grant-funded projects, evaluation, or outcome reporting.
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Core Competencies (What Success Looks Like)

- **Relationship builder:** approachable, responsive, and comfortable engaging stakeholders.
 - **Organized and reliable:** can coordinate details and timelines across multiple initiatives.
 - **Self-directed:** works well independently with minimal supervision, especially on the road.
 - **Collaborative:** communicates clearly with other staff, volunteers, Board members, and partners.
 - **Adaptable:** comfortable switching between field-based outreach and desk-based admin/reporting.
 - **Values-aligned:** committed to sustainable forestry, landowner empowerment, and community well-being.
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Working Conditions

- Combination of office/home-based work and travel throughout New Brunswick.
 - Occasional outdoor work in woodland settings; must be comfortable in variable weather and terrain.
 - Occasional evening/weekend events.
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Performance Indicators

The Outreach Coordinator may be evaluated on progress toward:

- Building trust-based relationships
 - Number and quality of outreach events delivered and participant satisfaction
 - Member engagement and membership growth metrics
 - Communications outputs (newsletters, web updates, social media engagement)
 - Strength and breadth of partnerships and collaborative initiatives
 - Timely reporting and documentation quality
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How to Apply

Please submit (as 1 pdf):

1. Resume
2. Cover letter outlining your interest and relevant experience
3. Writing sample – please provide a newsletter article, brochure or other items that show cases your ability to communicate with woodlot owners.

Send applications to: **ed@nbwoodlotowners.ca** with subject line: **Outreach Coordinator — [Your Name]**

Application deadline: May 31

We thank all applicants; only those selected for interviews will be contacted.