

Job Posting: Communications and Marketing Coordinator

New Brunswick Federation of Woodlot Owners (NBFWO)

Position Type: Full-time

Term: Term position ending March 31, 2029

Location: Fredericton - with Province-wide travel

Salary Range: [\$55,000 – 75,000] commensurate with education and experience plus health and dental

Reports to: Executive Director

Start Date: to be determined

Posting Closes: Oct 9

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 Communications and Marketing Coordinator strengthens engagement with woodlot owners and community partners, governments and the public across New Brunswick. This new role plans and oversees the implementation of our communication strategy with particular emphasis on supporting document development, relationship-building and woodlot owner engagement in activities that advance sustainable forest management, landowner education, and organizational membership growth.

Key Responsibilities

1) Communications & Member Engagement

- Create and implement communications strategies. (e.g., **newsletter content, web updates, social media, event promotion, member notices**).
- Management and moderation of the social media accounts.
- Maintain an annual outreach calendar.
- Ensure messaging is consistent, accessible and aligned with organizational goals.
- Support recruitment and retention efforts by promoting benefits of membership and showcasing landowner success stories.
- Plan and execute a social media campaign that promotes our projects, sustainable forest management, and engages woodlot owners.
- Be the primary staff person engaged in the communications committee.
- Design and provide communications support for any public facing documents.
- Provide responsive support to members and prospective members (inquiries, referrals, resource sharing).
- Maintain positive relationships with members and volunteers, including development of recognition programs.

2) Event & Project Coordination

- Assist with event coordination (venues, catering, registration, speaker coordination, safety considerations, materials).
- Promote events and activities.
- Gather participant feedback and report on results.
- Assist with the design and implementation of fundraising and sponsorship events.

3) Data, Reporting & Administration

- Maintain up to date contact lists.
- Track engagement through social media and website metrics and other means.
- Contribute to reporting for the Board, funders, and partners (activity reports, outcomes, lessons learned).
- Support grant-related administration (where applicable), including documentation and evaluation.

Required Qualifications & Experience

- Post-secondary education in a relevant field (e.g., **communications, marketing, community development**) or equivalent experience.
- Strong written and verbal communication skills in both official languages.
- Comfort working with rural and diverse communities and building trust-based relationships.
- Proven ability to plan, deliver 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, Canva, social media platforms, Zoom/Teams).
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Preferred / Asset Qualifications

- Experience working in or with the private forest sector (landowners, contractors, wood markets, extension services) or rural populations.
 - Familiarity with Membership works, Wix, Canva and Envoke.
 - Experience in working with elected officials and government staff.
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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.
 - **Self-starter:** Comfortable coming up with ideas and content on your own.
 - **Collaborative:** communicates clearly with other staff, volunteers, Board members, and partners.
 - **Adaptable:** comfortable with changing priorities and work loads.
 - **Values-aligned:** committed to sustainable forestry, landowner empowerment, and community well-being.
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Working Conditions

- Office-based work.
 - Occasional outdoor work in woodland settings.
 - Occasional evening/weekend events.
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Performance Indicators

The Communication and Marketing Coordinator may be evaluated on progress toward:

- Building trust-based relationships.
 - Member engagement and membership growth metrics.
 - Communications outputs (newsletters, social media engagement, documents).
 - 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: **Communications and Marketing Coordinator — [Your Name]**

Application deadline: Oct 9

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