

ClimateActionWR Engagement Campaign Assistant

Who We Are:

ClimateActionWR, a collaboration between local organizations, community members, and municipalities focused on climate change mitigation in Waterloo Region, which is co-led by Reep Green Solutions and Sustainable Waterloo Region. We coordinate the activities of our community's Climate Action Strategy, measure and monitor progress on emissions reductions, and engage the community in climate action initiatives. Our community is working together to achieve Waterloo Region's short-term community target of a 50% greenhouse gas emission reduction by the end of 2030. This short-term reduction target is an important first step toward our long-term goal of an 80% greenhouse gas emission (GHG) reduction by 2050 (80by50).

Background:

In June 2021, all eight municipalities in Waterloo Region endorsed [TransformWR: Waterloo Region's Transition to an Equitable, Prosperous, Resilient, Low Carbon Community](#). The release of this climate action strategy is a launching point for local climate action, and ClimateActionWR plays an important role in engaging the broader community in this work toward our greenhouse gas emission reduction goals.

Position Purpose:

The position of the volunteer Engagement Campaign Assistant is to support the implementation, and ongoing functioning of the engagement campaign (as described below).

High Level Overview of Engagement Campaign:

In order to engage the community in the work ahead of us, we need everyone to take ownership of the strategy and the implementation of all the actions. We want to share the message that we are building a better community through climate action and that every person, business, and organization has a role to play in our equitable, prosperous, low carbon future.

The engagement campaign will aim to connect the community to our climate action efforts, while also enabling broader movement building towards our community's climate action goals of 80by50 as outlined in the TransformWR strategy. Individuals and organizations would be able to acquire a sticker by submitting a form on the ClimateActionWR website, or by attending a ClimateActionWR event where stickers are available. Once the form is submitted, with the recipient's mailing information, they will receive an email with resources catered to supporting them on implementing climate action and working towards our 80by50 target. At this point the sticker will be mailed to them. This campaign will also include data collection to better understand where our community members are coming from within the region to gain insight on the reach of our engagement efforts.

As the ClimateActionWR Volunteer Engagement Campaign Assistant, you will:

- Support the ClimateActionWR Project Coordinator with engagement campaign administration,

logistics and operations.

- Support/Lead the collection and categorizing of resources that will be shared with recipients based on their form responses.
 - This includes collecting already existing ClimateActionWR resources,
 - Links to Reep Green Solutions and Sustainable Waterloo Region services and resources,
 - The creation of new resources with the support of the ClimateActionWR Plan Manager and Project Coordinator.
- Monitor sticker submissions and mail “Welcome” letters with the sticker to participants ensuring the mailing address is correct, legible and properly posted.
- Respond to inquiries and other communications from recipients, community members, and organizations in a timely manner.
- Complete administrative duties, but not limited to:
 - Track engagement campaign budget and inventory
 - Expense purchased materials
 - Order supplies such as stickers, envelopes, postal stamps and mailing labels
 - Create and print out “Welcome Letters”
 - Ensure all project documents are up-to-date
 - Coordinate marketing materials for engagement campaign
- Access to reliable transportation for regular mail drop offs and supply pickups. Encouraged to use public and active transportation as much as possible.

You will volunteer at:

- This is primarily a virtual position but requires flexibility to drop off physical mail regularly and pick up supplies occasionally.

Time Commitment:

- Approximately 5-10 hours per week . Time commitment will vary depending on the number of sticker recipients during that week and what other campaign support is required.
- Regular touchpoint meetings with the ClimateActionWR Project Coordinator and/or Plan Manager to discuss campaign progress and operations.
- This position is flexible, as long as there is communication in advance with the ClimateActionWR Plan Manager and Project Coordinator.

Note: This volunteer role is flexible and the time commitment and deliverables may vary week to week, depending on the volunteer’s availability. Our team is respectful of fluctuating schedules and values open communication so we can manage expectations and adjust as needed.

You should apply to join our team because:

- You’re passionate about combating climate change and inspiring/empowering community action in Waterloo Region.

- You enjoy project management, community engagement and coordinating tasks.
- You enjoy facilitating opportunities for climate action with tangible effects in your community.
- You have strong writing and communication skills.
- You are detail oriented and have strong organization skills.
- Have experience with dealing with confidential and sensitive information and data.

Position Benefits:

- Practical experience in project management, community engagement and administration with a reputable organization.
- Empower the local community to take part in climate action initiatives.
- Network with businesses and professionals in the sustainability field.
- Direct mentorship from sustainability professionals.

Skills and Qualifications:

- Excellent written and verbal communication.
- Excellent organization skills with a high attention to detail
- Experience or a strong desire to gain experience in project management , community engagement or administration-we are passionate about skill building!
- The ability to take initiative, work independently and prioritize tasks with minimal supervision.
- Experience dealing with confidential and sensitive information and data.
- Passion for environmental sustainability is an asset.

Application:

- Interested candidates must submit a resume and cover letter to recruitment@sustainablewr.ca

Note: Select candidates will participate in a virtual interview with the Plan Manager and Project Coordinator or HR representative. Please note it may take us a couple of weeks to review all the applications we receive for a role.