

## **Agroforestry Digital Media Technician**

The Agroforestry and Woodlot Extension Society (AWES) is looking for a Digital Media Technician to help us spread the word on the many benefits trees! This position will lead the way in promoting AWES through the creation of digital marketing media content and in developing collaborative relationships with our partner organizations.

If you consider yourself to have creative social media marketing skills, strong communication skills and a passion for environmental issues, then consider applying to AWES. The ideal candidate will have a basic understanding of extension work particularly online, and good knowledge of digital marketing techniques. Based out of Edmonton, the position will require occasional travel. Remote work may be negotiated.

### **Duties**

Duties of the Agroforestry Technician include but are not limited to:

- Report to AWES Executive Director and Agroforestry Specialist
- Assist with the implementation of the annual work plan of the society as approved by the Board of Directors
- Assist with the general administration of AWES, including providing reports on extension and planting activities to the AWES Executive Director
- Plan, develop materials for, and facilitate online and in person extension events (e.g. workshops, presentations, courses, tours, radio/TV interviews) on topics related to agroforestry, riparian management, and woodlot management
- Email copywriting, design and email marketing/media marketing campaign design
- Manage the AWES website, social media & email marketing including monitoring conversations via CRM tools and report feedback to executive director.
- Community engagement with user, followers and subscribers
- Collaborate with AWES partners and stakeholders within public, private, and non-governmental sectors
- Assist with the development and dissemination of extension materials and tools (e.g. factsheets, infographics, manuals, guides, articles, videos, webpages, or newsletters) on agroforestry, riparian management, or woodlot management related topics
- Assist with the development of proposals to acquire project funding
- Assist with the design and implementation of agroforestry, riparian restoration, and woodlot enhancement planting projects on private land
- Other duties as assigned

### **Technical Knowledge**

- Extension methodology and information packaging
- Social media campaigns/enews/infographic and other digital content development
- Digital marketing/email marketing/
- Web-enabled learning methodologies & best practices
- Agroforestry and woodlot management principles and practices
- Forest ecology and landscape processes and functioning
- Plant and soil taxonomy, ecosystem classification
- Inventory procedures and computer mapping (geographic information systems)
- Agricultural & Forestry industry
- Practical knowledge of silviculture in agroforestry and/or restoration contexts

### **Qualifications and Skills**

- University degree, technical diploma in relevant field or in progress (environmental, agriculture, business, marketing, design)
- Strong knowledge of computer applications, social media tools for business & emerging technology platforms
- At least one year of experience working in agriculture, forestry, land management, or related natural sciences
- Effective writing, administration, and communication skills, including experience with technical writing and presentation delivery
- Experience working with stakeholders, good interpersonal skills
- Experience with basic Microsoft Office, Adobe Photoshop, Google Earth Pro, ESRI products, or similar software
- Basic knowledge of the top motivational speakers and motivational YouTube channel landscape and/or prior experience analysing and organizing content is a plus
- Willing to work independently as well as be a team player, strong "can do" attitude, irregular hours and in enthusiastic about occasional work in a field setting
- Organized, enthusiastic about the work and subject matter, flexible, self-motivated, and a team player

To apply please send your resume and portfolio (a link or copy of some of your digital marketing work) to [info@awes-ab.ca](mailto:info@awes-ab.ca). Questions to [info@awes-ab.ca](mailto:info@awes-ab.ca)