

# Nova Scotia Nature Trust

## Volunteer Job Description

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### **Public Relations Committee Volunteers**

The Nova Scotia Nature Trust is a non-governmental charitable, land conservation organization whose mandate is to forever protect Nova Scotia's irreplaceable natural treasures on private land, through land conservation.

Our PR committee oversees all aspects of media relations, promotions, communications and public relations. Specifically, our public relations committee is responsible for devising PR strategies aimed at building and broadening our supporter base and brand awareness, overseeing media relations and promotion of profile-building events, marketing, social media, and planning and overseeing networking and partnerships for profile-building.

#### **Role Description**

We are currently recruiting PR professionals to join our PR committee, to assist with all aspects of the committee's activities, from strategic planning to implementation of specific communications and public relations activities.

#### **Qualifications/Skills Required**

Specifically, we are looking for professionals with expertise in:

- Marketing/Promotions
- Media/Public Relations
- Social Media

#### **Time Commitment**

Depending on projects taken on by the committee, the position will likely require a 4-8 hours per month commitment, in addition attendance at one hour monthly committee meetings.