Organization Profile: ReForest London is London’s leading environmental and tree planting charity. Our mission is to improve the environmental and human health of the Forest City through the benefits of trees. ReForest London is a founder of the Million Tree Challenge, which aims to inspire Londoners to plant one million trees, as well as the owner of London’s new Westminster Ponds Centre for Environment & Sustainability.

Position Title: Digital Stewardship & Development Coordinator

Location:

ReForest London office  
Bruce Pavilion Building  
944 Western Counties Rd., London  
(Behind Parkwood Hospital, on the edge of Westminster Ponds Environmentally Significant Area)

Note: During the pandemic, we anticipate much of the work for this position to be able to take place from home, with periodic work days at the office only as needed.

Website: reforestlondon.ca & westminsterpondscentre.ca

Position Description: As Digital Stewardship & Development Coordinator, the intern will be spearheading a number of different online initiatives to support the growth of our organization and its many environmental and urban forestry programs. They will also work to steward our supporters and volunteers, encouraging and inspiring them to undertake greater level of environmental action within our community.

Specific duties will include:

- The development of online social media and fundraising campaigns (including, at a minimum, one focused on Tree Gifts and another on securing new monthly donors), and supporting the online aspects of our annual Year-End campaign

- Participating as a member of our Web Development team, and ensuring that the new ReForest London website is designed in such a way as to support our ongoing development and stewardship activities

- Development of donation pages on the new ReForest London website that align with the principles laid out in the Canadian Online Fundraising Scorecard
• Creation of templates, text and graphic content for the new ReForest London website, including:
  o Environmental impact stories
  o Donor profiles
  o Testimonials
  o Thank you letters to donors
  o Brand (sponsor recognition) bars
  o Web-based “Calls to Action” for specific fundraising campaigns

• Processing incoming donations and issuing charitable receipts

• Assisting with drafting grant applications to help fund a variety of ReForest London projects and programs

• Helping to prepare final expense and impact reports to funders

• Participating in monthly Westminster Ponds Centre Fundraising Committee meetings with our committee volunteers

• Undertaking a range of donor and sponsor stewardship activities, such as thank you letters, social media posts, newsletter stories, tours, annual thank you calls, and more

• Planning and leading monthly stewardship meetings with our development staff

• Reviewing and working to improve systems for sponsorship recognition and donor stewardship

• Developing digital marketing and promotional tools for a number of different programs and initiatives, including our Parks, Aftercare, and Residential planting programs

• Working to restructure and clean our Contact Relations Management database (Sumac), which is used in virtually all of our stewardship, fundraising, and volunteer management activities

The intern will report to the Director of Development.

ReForest London is relatively small (8-10 staff) but we are extremely active. The Intern will have exposure to all aspects of operations, projects, and programs. As a not-for-profit, it is very common for all members of our team to become involved in a wide range of tasks within our organizations as the need arises. As such, the intern will also assist in other
tasks aimed at supporting the ongoing delivery of our program as needed.

**Skills and abilities required:**
- Exceptional written and oral communication skills
- Experience using graphic design software (Adobe suite preferred) and a good eye for design
- Ability to meet set deadlines
- Strong attention to detail
- Past experience in grant writing or other aspects of fundraising a great asset
- Familiarity with Contact Relationship Management databases (e.g. Sumac, Access) an asset
- Experience delivering online fundraising or other social media campaigns an asset
- Interest in trees and/or environment and willing to learn
- Ability to interact meaningfully with volunteers of differing levels, abilities and interests: while much of our development work is done by our staff, we are a volunteer-driven organization and interaction with volunteers is a regular part of our work.

**Work Hours:** This position is 37.5 hours/week. Typical hours are Monday - Friday 8:30 am - 4:30 pm. Occasional evening and weekend hours may be required (with compensating time off given).

**Period of employment:** Thursday, October 22, 2020 – Wednesday, March 31, 2021

**Remuneration:** $19 - $20 / hour (depending on experience)

**Eligibility:** This position is funded through Innovation, Science & Economic Development Canada’s Digital Skills for Youth program. In order to be eligible, applicants must be:
- between 15 and 30 years of age
- a post-secondary graduate (this is not required for participants who live in Yukon, Northwest Territories or Nunavut);
- legally entitled to work in Canada (i.e. Canadian citizen, permanent Resident or person who has been granted refugee status); and,
- self-assess as underemployed, meaning they are employed below their level of education, outside their field of study, hold part-time employment, or unemployed.

**Accessible by public transportation:** There is a bus stop located 750 m from our building (route 13 – Wellington Road, as well as 6 - University Hospital – Parkwood Institute), while the 90 also stops relatively nearby on Southdale Road.

**About our office:** We work in a busy, fast-paced environment (especially during planting seasons!), and get our energy from knowing that the work we are doing is making a difference in our community and the daily lives of thousands of Londoners each year.
Members of our team all bring their own expertise and strengths to the table, and collaboration and reflection are both important parts of our organizational culture. (We also have serious potluck game!) For nature enthusiasts, our office is located right next to the beautiful Westminster Ponds Environmentally Significant Area, London’s largest ESA and a wonderful place to enjoy a lunch-time hike or picnic. We are passionate and dedicated individuals who truly work every day to make London a better place.

**How to apply:** Interested applicants should e-mail a résumé and cover letter in a single combined file to resumes@reforeslondon.ca with “Digital Stewardship & Development Coordinator” in the subject line by Sunday, October 18, 2020. Please be sure to confirm in your cover letter your ability to meet the eligibility criteria provided above. Interviews will be held the week of October 19. No phone calls please.