

LARRY SOO: DEVELOPING HIS MARKETING STRATEGY

JOB POSTING:

Pollution Project Manager
Toronto Region Conservation Authority

Responsibilities

- Develop and coordinate innovative community-based projects to increase local environmental conservation

Qualifications

- Bachelor of Arts or Science degree, Environmental Major
- Experience in facilitating community-based projects
- Strong coordination and organizational skills
- Excellent report-writing and presentation skills
- Knowledge of environmental legislation and policy development

ORGANIZATION INFORMATION, obtained from Larry's Research:

With decades of practical experience in protecting our environment, educating young people, and engaging communities, TRCA works with governments, businesses, and individuals to build a greener, cleaner healthier place to live.

TRCA offers knowledge and experience to help our partners contribute to a healthy city region. This includes ecology and the study of water quality, natural habitats, plants, animals and more to help us identify environmental needs, set targets, and restore natural areas; sustainable community development to advise partners about land use, development proposals and construction, and environmental education to help students and community members appreciate their local environment and learn to look after it.

Skills & Experiences Sought by Employer	Larry Soo's Experiences
Bachelor of Arts or Science Degree, Environmental Major	Bachelor of Arts, Environmental Management Specialist
Facilitating community-based projects	Developed UTM Residence Environment Council; facilitated over 20 focus groups during internship at GTA Environmental Committee.
Organization and coordination skills	Communications Liaison Volunteer (UTM): implemented various projects, developed campaign with Theatre Dept., chaired regular meetings and workshops. Organized GTA citizen environmental professional conference.
Report writing and presentation skills	Program Assistant (Public Focus): reports, fundraising proposals, promoted and presented Children's Environment Festival to schools and community groups. GTA: report writing and committee presenta-
Knowledge of environmental legislation and policy development	Internship at GTA Environmental Committee; environment courses (e.g. Changing Ontario Environments).

CREATING HIS MATCH:
 Larry extracts 3-5 key skills that employer seeks using job posting & his own employer research

CREATING HIS MATCH:
 Larry documents corresponding examples of situations where he has demonstrated the required skills