WE'RE HIRING!

DIGITAL SPECIALIST

(aka Digital Pollinator)

@canopyplanet  www.canopyplanet.org
Location
Flexible

Position Type
Full-time

Reports To
Communications Director

Start Date
March 1st, 2023

Compensation
Depending on experience $70K-$105K

Deadline for Applications
January 27th, 2023
POSITION SUMMARY

If you are a Digital Pollinator with a skill for creating “buzzy content”, an online storyteller, with a penchant for engaging design, and have a deep passion for protecting the world’s forests and changing the world - then you may well be the perfect person to join our team! A great sense of humour and an imperative to have fun will not go unnoticed! Canopy is seeking an experienced, strategically-minded digital specialist.

As Canopy’s Digital Specialist you will:

- Manage and grow Canopy’s online presence by designing and posting engaging daily content on Canopy’s social media channels;
- Develop engaging digital and offline content;
- Help manage our social channels to communicate about our mission and grow our online audience;
- Plan and execute online and offline communications campaigns to support our work; and
- Use your digital superpowers to help us reach new heights, engage new brand partners, and save forests all over the world.

You will work closely with Canopy’s Communications Director, and our digital, campaign, and fundraising teams to support Canopy’s premier campaigns, bring our work to new audiences, and help us meet our mission of preserving at least half of the world’s forest within the decade.
JOB DESCRIPTION
Please contact Fawzia at 604 329 5678 for more information.

**WARNING** she may try to convince you about the need for pictures of animals in every “buzzy” post you make.
How to apply in 3 easy steps

1. Describe how you would use your digital chops to convince someone from another planet to care about forests through a social media post (you can use no more than a series of three posts).
2. Send us a Cover Letter and CV.
3. Email to fawzia@canopyplanet.org, Fawzia Ahmad Engagement & Operations Director and mark the subject line “Digital Pollinator!”

If you have any questions or would like a copy of the job description please do not hesitate to contact Fawzia.

COVID-19 Requirement. You will be required to provide proof of full vaccination status or submit to regular masking and testing as a condition of employment at Canopy’s meetings, gatherings, and offices. You may request an accommodation for medical or religious reasons.

Canopy is an equal opportunity employer. We embrace justice, equity, diversity and inclusion and are committed to a workplace that is enriched by the people, needs and desires of our diverse communities. A 100% match is not required. We want to support our team’s career growth and in return, our team helps Canopy grow into a stronger, more inclusive organization. We thank all applicants, however, we will only contact candidates who successfully secure an interview.
ABOUT CANOPY
Canopy is an award-winning not-for-profit organization dedicated to protecting the world’s forests, species, and climate, and supporting the advancement of community rights. Canopy collaborates with more than 900 companies to implement robust environmental policies, catalyze innovative solutions, transform unsustainable supply chains and secure forest conservation and human rights. Best known for greening the Harry Potter series internationally, Canopy’s partners include Stella McCartney, The Guardian, The Gap, Sainsbury’s, Penguin Random House, The Globe and Mail, and H&M.

“There are few environmental organizations that can match Canopy in its unflinching commitment to saving the world’s forests and the many species that depend on them, while having the pragmatic acumen necessary to help companies do better by those forests”

- Margaret Atwood
Canopy is a nimble, fast-paced, results-driven conservation organization with a strong track record of success. We know that our planet is under stress and believe that change is long overdue. We think 800-year-old trees don’t need to be used to make packaging, t-shirts, or junk mail - and we’re committed to doing all we can to keep them standing. We love chocolate and playing charades. Working hard is in our DNA - as is having fun and being creative. Pragmatic and audacious, we are driven to produce results at a proportional scale to the environmental problems our world is grappling with. We are part of the growing movement that believes Nature Needs Half - a science-driven initiative that recommends 30-50% of the world’s forests need to be protected by 2030 to ensure forest ecosystems are able to fulfill the ecological functions and services we need for life on Earth.