WE'RE HIRING!

SENIOR DIGITAL SPECIALIST

(AKA Chief of Buzz)

@canopyplanet www.canopyplanet.org
Location
Flexible

Position Type
Full-time

Reports To
Communications Director

Start Date
ASAP

Compensation
$85K-$110K

Deadline for Applications
June 14, 2023
As Canopy’s Senior Digital Specialist you will:

- Lead and manage the digital marketing team, providing guidance, direction, and mentorship to team members.
- Develop and implement social media strategies, campaigns, and content plans to achieve marketing goals and drive engagement, reach, and growth across various social media platforms.
- Manage multiple social media accounts, including content creation, scheduling, monitoring, and engagement.
- Have a “Yes, AND...” approach.
- Create, curate, and schedule engaging content across social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and YouTube.
- Have a great sense of humour!
- Monitor and analyze social media performance using analytics tools to measure the success of campaigns and make data-driven recommendations for optimization.
- 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 forests within the decade.
JOB DESCRIPTION
Please contact Fawzia at +1 (604) 329 5678 for more information.

**WARNING** she may try to convince you about the need for 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 “Chief of Buzz!!”

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 accommodation for medical or religious reasons.

Canopy embraces justice, equity, diversity, and inclusion and is committed to a workplace that is enriched by the people, needs, and desires of our diverse global community. We thank all applicants however we will only be contacting candidates successful in securing 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 750 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, Penguin Random House, The Globe and Mail, and H&M. Canopy’s work relies on the support of individual donors who share our passion for the planet.

“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.