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FEB 2023 - FEB 2024

CANADA

WE'RE HIRING!

CORPORATE CAMPAIGNERS

(AKA ElephantEcoEngagers)

@canopyplanet

www.canopyplanet.org



Location

**Remote within a 4-hour timezone of PST.
UK candidates welcome**

Position Type

Full-time

Reports To

Strategic Lead

Start Date

ASAP

Compensation

CAD 85-120K gross per annum.

Contingent on experience, plus benefits.
For applicants outside Canada, the salary will align
with a benchmarked salary band based on location.
Please reach out to Anna for more information.

Deadline for Applications

Until Filled

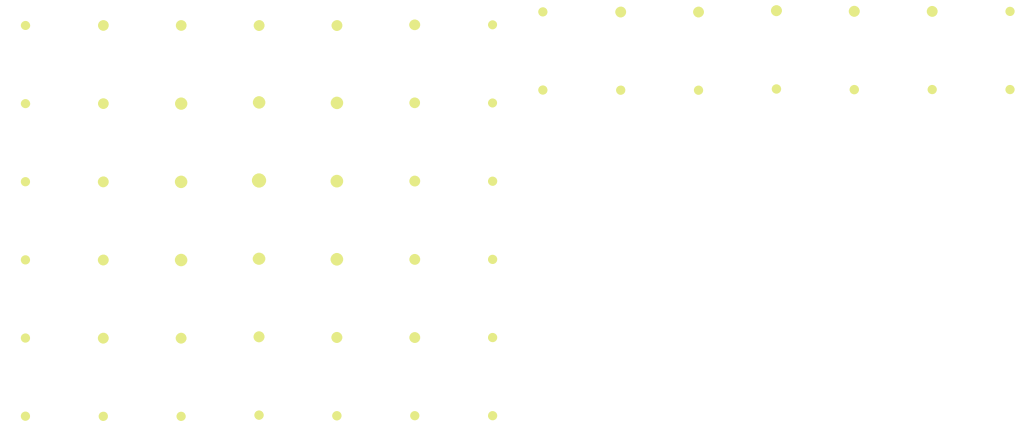


ABOUT CANOPY

Canopy is a solutions-driven not-for-profit environmental organization dedicated to protecting forests, species, and climate. In 2023, Canopy received a USD \$60 million investment through The Audacious Project to help us reach our goal of transforming the world's paper packaging and viscose supply chains to save forests and ensure a livable planet for all of us.

ABOUT THE ROLE

Canopy is looking for Corporate Campaigners to ensure Canopy meets its bold vision of seeing 30-50% of the world's forests protected and/or restored. The Corporate Campaigners will report to the Strategic Leads and work closely with other campaigners on a team that focuses on a particular business sector, such as fashion, textile producers, personal care, or food and beverage. The Corporate Campaigners will work with some of the world's most influential brands and corporate executives to transform unsustainable supply chains and leverage on-the-ground conservation. As a member of the Canopy Impact team, the Corporate Campaigners will contribute to the strategic and operational plans of Canopy by shifting corporate consumers of forest products away from the world's Ancient and Endangered Forests.



PURPOSE OF THE ROLE

The Corporate Campaigners are responsible for co-developing creative campaigns and strategies and driving their successful execution to enable Canopy to hit its impact goals - transforming unsustainable supply chains, scaling up solutions, and securing large-scale conservation of Ancient and Endangered Forests. Successful Corporate Campaigners at Canopy have come from both the private sector as well as other Environmental or Social Non-governmental Organizations (NGOs). Travel is a part of this position.

KEY RESPONSIBILITIES

Campaigns: 90%

- Engage large corporate consumers of forest products to develop and implement environmental purchasing policies and practices.
- Support companies in the sectors we work with in developing and implementing social marketing strategies and introducing value-added approaches to their business operations.
- Provide advice and assistance to signatories on strategies that will increase the supply of eco-friendly pulp for their sector that alleviates pressure on natural forests.
- Contribute to, or lead on, the development of key tools and products that facilitate the uptake and implementation of progressive purchasing policies.
- Help develop and write communication plans and materials, and work with the Communications team to reach traditional and social media that further Canopy's organisational and conservation objectives.

KEY RESPONSIBILITIES (Continued)

- Work closely with the Strategic Lead and Canopy Impact team on campaign planning and implementation.
- Participate in preparing work plans, setting priorities, monitoring progress and establishing systems to ensure mutual support and accountability across all departments.
- Collaborate with Canopy's Communications team and campaigners to design effective and profile-building events and projects.
- Research and analyze industry and conservation information. Regularly monitor developments and trends in industries and government policy that are relevant to Canopy's work.
- Develop and maintain strategic relationships with relevant environmental organizations.
- Manage interns and contractors, as necessary.

Organisation-wide Responsibilities 10%:

Communications:

- Strategically use traditional and social media to reach campaign and organizational goals.
- Write organizational content for general publicity and campaign pieces.
- Contribute to the drafting and placement of press releases, background materials, and other communication documents.
- Participate in all relevant industry events and organize Canopy activities such as forest tours for brand partners, conferences and profile-building events.

KEY RESPONSIBILITIES (Continued)

Development:

- Contribute to the organizational development on mission, policy and operational plans.
- Contribute to writing of funding proposals, when requested.
- Contribute to regular updating and monitoring of key metrics and statistics about our campaigns' progress, to be shared with brand partners, donors, investors and our key public audiences.

Organizational:

- Actively participate in weekly organizational meetings and annual planning.
- Contribute to Canopy's Organizational Development Plan.
- Support staff reviews and evaluations.



DESIRED QUALIFICATIONS

- 3+ years' experience as a Campaigner (or comparable role).
- Proven ability to develop and implement effective, impactful campaign strategies.
- Fully conversant with campaign advocacy terms and practices.
- Strong facilitation skills.
- Well-developed communication skills, both oral and written.
- Skilled at representing their NGO at external forums.
- Good negotiation and advocacy skills.
- Experienced in project management programs and practices.
- Familiar with project management tools.
- Embrace a "Yes, AND..." mindset to foster innovation and collaboration ([link](#))



JOB DESCRIPTION

If you want to learn more about the role and be the ElephantEcoEngager, please contact our Chief Canopal Charmer, Anna, at anna.abad-frederick@canopyplanet.org

How to apply in 3 easy steps

- **Choose one from the two exercises below to submit with your application (300 words max):**
 - Detail a time in your career when you played a crucial role in nurturing an institutional or corporate relationship or partnership. Explain how you were instrumental in having the institution or corporation shift behaviour, take action, or adopt a new policy or practice.
 - Describe your process in developing a successful campaign plan; what steps did you take, and what was the result?
- Send us a Cover Letter and CV addressed to the hiring panel.
- Email to recruitment@canopyplanet.org and mark the subject line "ElephantEcoEngager!"

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.

“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



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.

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.

