

A cougar with light brown fur and a white underbelly is standing on a snow-covered log. The background is a blurred forest with snow on the ground and trees.

WE'RE HIRING!

# STRATEGIC LEADS

(AKA Feline Forest Guardians)

@canopyplanet

[www.canopyplanet.org](http://www.canopyplanet.org)

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FEB 2023 - FEB 2024  
CANADA

canopy



### Location

Remote (within a 4-hour time zone of PST)

### Position Type

Full-time

### Reports To

Campaign Director/Deputy Campaign Director

### Start Date

ASAP

### Compensation

CAD 120-160K 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 \$60 million investment through The Audacious Project to help us reach our goal to transform the world's paper packaging and viscose supply chains to save forests and ensure a livable planet for us all.

## OUR WORK ON CANOPYSTYLE AND PACK4GOOD

Every year, 3.1 billion trees are cut down to make paper packaging. Forests that once made up vibrant and rich ecosystems, brimming with life, become mountains of single-use takeout containers and shipping boxes. The Pack4Good initiative was designed to significantly change that. Pack4Good invites industry leaders to think outside the box and implement real solutions to reduce waste and ensure the world's Ancient and Endangered Forests aren't cut down to make delivery boxes and takeout containers. To date, 403 companies have signed on to Pack4Good, representing over \$203 billion in annual revenue.

Although people know that vast amounts of packaging are made from trees, it's not as widely known that 300 million trees are logged every year and turned into fabrics such as rayon and viscose. The CanopyStyle initiative works with 550 global fashion and apparel brands, with USD 1 trillion in annual revenue, to keep Ancient and Endangered Forests out of their textile products and accelerate the supply chain's transition to lower-impact, Next Generation alternatives.

## ABOUT THE ROLES

Canopy is looking for Strategic Leads for the CanopyStyle and Pack4Good campaigns to ensure Canopy meets its bold vision of seeing 30-50% of the world's forests protected and/or restored. The Strategic Leads will report to the Campaign Director or Deputy Campaign Director, and manage a team of campaigners focused on a particular corporate sector. The Strategic Leads will work with other Campaign teams to ensure cohesive, effective performance by the overall CampaignTeam. The Strategic Leads 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.

## KEY RESPONSIBILITIES

### Campaign

- Work with the Campaign Director and Deputy Campaign Director to establish the annual strategic planning process.
- Identify strategic priorities and convert these into ambitious, quantitative, actionable plans across Canopy's campaigns.
- Collaborate with the Campaign Director, Deputy Campaign Director, and other Strategic Leads to operationalize Canopy's vision.
- Identify the resources and timelines needed to meet Canopy's strategic goals.

**KEY RESPONSIBILITIES (CONTINUED)**

- Propose creative and provocative campaign strategies that incentivise corporations to set and achieve ambitious environmental objectives.
- Apply risk management to the development and execution of campaign strategies and plans.
- Develop and manage key performance indicators to forecast and analyze Canopy’s impact.
- Manage and support a team of campaigners to achieve annual deliverables and strategic priorities.
- Offer strategic guidance and mentorship and implement results-based systems to ensure successful staff management.
- Use analytical benchmarking to measure long-term market and industry trends and adapt Canopy’s strategies as necessary.
- Work with the Campaign Director, Deputy Campaign Director, and campaign team(s) to develop breakthrough campaign initiatives.
- Lead a number of Canopy’s key campaign initiatives and relationships.

**Organizational Development & Human Resources**

- Participate with the Campaign Director and Deputy Campaign Director in developing, refining and meeting Canopy’s annual budget.
- Work with Canopy’s leadership team to support and advance overall organizational priorities, including communications, operations, development, and strategy, as needed.



## KEY RESPONSIBILITIES (CONTINUED)

- Foster innovation and creativity with the campaign team in developing winning strategies for our forests.
- Collaborate with the campaign team(s) in supporting a robust professional development plan.
- Participate in performance feedback and development plans related to the campaign team(s).

## DESIRED QUALIFICATIONS

- 5+ years' experience as a Campaign Leader (or comparable role).
- Proven ability to develop and implement effective, impactful campaign strategies.
- Fully conversant with campaign advocacy terms and practices.
- Experience in leading, motivating and managing teams.
- Strong facilitation skills.
- A good sense of humour and an imperative to have fun!
- 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.
- Embrace a "Yes, AND..." mindset to foster innovation and collaboration ([link](#)).



### JOB DESCRIPTION

**If you want to learn more about the role and be Canopy's Feline Forest Guardians, please contact our Chief Canopal Charmer, Anna, at [anna.abad-frederick@canopyplanet.org](mailto: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. Indicate your preference for the CanopyStyle or Pack4Good Strategic Lead role, or express your openness to either position.
- Email to [recruitment@canopyplanet.org](mailto:recruitment@canopyplanet.org) and mark the subject line "FelineForestGuardians!"

*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.

