WE'RE HIRING!

EXTERNAL ENGAGEMENT SPECIALIST

(AKA Beaver Builder Extraordinaire)

@canopyplanet  www.canopyplanet.org
Location
Remote (within a 4-hour time zone of PST)

Position Type
Full-time 40 hours per week

Reports To
Head of Culture & Engagement

Start Date
ASAP

Compensation
CAD 95-140K 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
April 26, 2024
ABOUT THE ROLE

The External Engagement Specialist (EE Specialist) will be working closely with the Head of Culture & Engagement to leverage Canopy’s ground-breaking and innovative forest conservation campaigns—to ensure that all teams across the organization are engaged and maximizing opportunities. This position sits at the intersection of communication, stewardship, and engagement, with a focus on elevating Canopy's profile and relationships. In addition, the External Engagement Specialist will develop and drive the execution of Canopy’s ambassador strategies to support Canopy’s mission to transform unsustainable supply chains and conserve the world’s climate-critical and biodiverse forests.

This position reports directly to the Head of Culture & Engagement and will work across and with Canopy’s campaign, fundraising and communications teams.

As the Beaver Builder Extraordinaire, you’ll be the dynamic force behind Canopy's mission of protecting the world’s Ancient and Endangered Forests, crafting connections and building dams of engagement to protect our planet’s precious resources.
KEY RESPONSIBILITIES

Engaging our Partners and Maximizing Impact

- Support Canopy’s team to drive and deliver Canopy’s vision, mission, and 2030 strategy. Work collaboratively with the Head of Culture & Engagement to develop an external engagement strategy that advances the purpose, strategy, and priorities of Canopy by developing nurturing relationships and partnerships of influence.
- Lead the development and execution of a comprehensive engagement strategy across multiple channels, including public relations, experiential marketing, and events to enhance Canopy’s visibility with global audiences.
- Provide support and leadership to Canopy’s core teams ensuring the leads in these areas achieve their goals and objectives by maximizing opportunities with key external relationships and events.
- Directly contribute to and amplify Canopy’s fundraising efforts, ideating and crafting compelling narratives for donors and sponsors and creating physical touchpoints and memorable moments for supporters to engage with Canopy.
- Deeply engaged in the planning and coordination of Canopy-hosted events and activities, including gatherings, campaigns, fundraisers, and brand-related events. Source and liaise with event partners, vendors, and sponsors to ensure successful event outcomes.
KEY RESPONSIBILITIES (CONTINUED)

- Codify and package stewardship and engagement tactics, actively working with campaign and development teams to enhance relationships and move partners up the ladder of engagement.
- Provide capacity-building support through education on best practices for engagement in alignment with brand standards and voice, aka, act as a source of Monkey Magic and a creative thought partner to all Canopals.
- Lead the planning, implementation and assessment of Canopy’s awards and recognition campaigns such as Canopy Crush and Order of the Forest.
- Develop innovative approaches and opportunities as necessary to encourage the participation of non-traditional stakeholder engagement partners.
- Work with Canopy’s Enterprise Communications Manager and Impact Communications team to identify global events that offer opportunities for networking and external engagement.
- Support Canopy’s engagement with external audiences and stakeholders, identifying and screening global and regional conferences for Canopy to present at and be positioned as a thought leader.
- Organize and facilitate events, meetings, conferences, and other events, as requested.
- Actively steward relationships with external stakeholders, including campaign contacts, journalists, and brand partners, ensuring a consistent and strategic approach.
Celebrity Power and Ambassadors

- Develop and drive Canopy’s global influencer and ambassador program that supports Canopy’s strategic and organizational goals with a focus on brand building, storytelling, cultural relevance, and primary audience engagement/activation.
- Collaborate with Canopy’s Enterprise Communications Manager and relevant Canopals, including the Impact Communications team to proactively identify, recruit, build, and manage relationships and engagement with influencers and ambassadors who complement and contribute to Canopy’s strategic and organizational priorities.
- Develop and implement a global and locally relevant talent recruitment and stewardship strategy inclusive of celebrities, thought-leaders, ambassadors, influencers, and creators to increase visibility and awareness of Canopy’s innovative solutions-focused forest conservation mission.
- Secure and steward relationships with key people of interest to develop a growing roster of engaged ambassadors who complement and contribute to Canopy’s strategic and organizational priorities.
- Support the cultivation and stewardship of board members. Develop tailored engagement plans for board and ambassador recruitment to advance Canopy’s strategic objectives and grow our network.
QUALIFICATIONS

- Proven experience (2+ years) in influencer marketing, talent management, or related fields.
- Strong project management skills, demonstrated by a track record of successfully executing strategies and managing teams.
- Excellent writing ability, with experience in producing engaging content for various audiences and platforms.
- Strategic mindset, capable of developing and implementing communication plans to achieve organizational goals.
- A playful communication style.
- Proven ability to handle time-sensitive projects and prioritize multiple objectives simultaneously, to work independently and to drive projects to completion with minimum guidance and acute attention to detail.
- High energy, positive self-starter who is willing to go above and beyond to make a difference in a growing organization.
- Previous experience in project management and communications roles, preferably in a non-profit or related sector.
- Ability to work collaboratively with cross-functional teams, including campaign/communications, fundraising and external creative teams.
- Ability to think strategically as well as act tactically.
- Adaptable and quick to capitalize on emerging opportunities.
QUALIFICATIONS (CONTINUED)

- Proven ability to handle time-sensitive projects and prioritize multiple objectives simultaneously, to work independently and to drive projects to completion with minimum guidance and acute attention to detail.
- A track record of achieving measurable results and goals.
- Positive attitude, creativity, and ability to think strategically and innovatively.
- Embrace a “Yes, AND...” mindset to foster innovation and collaboration.
- A good sense of humour and an imperative to have fun!
- Passionate about saving forests.

JOB DESCRIPTION

If you want to learn more about the role and be the Beaver Builder Extraordinaire please contact our Chief Canopal Charmer, Anna, at anna.abad-frederick@canopyplanet.org.
How to apply in 3 easy steps

1. Please list your top five secret magic potions in your Beaver Builder Extraordinaire Tool Belt that will make you the best candidate for the role, AND Create a dam-building initiative (metaphorically representing engagement strategies) to raise awareness and support for Canopy’s mission.
2. Send your answer to the exercise along with your CV and Cover Letter addressed to the hiring panel.
3. Email to recruitment@canopyplanet.org and mark the subject line “Beaver Builder Extraordinaire!”

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’s, 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.