WE'RE HIRING!

MANAGER OF CULTURE & ENGAGEMENT COMMUNICATIONS

(AKA Mycorrhizal Fungi)

@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
Canopy is looking for a Manager of Culture & Engagement Communications AKA Mycorrhizal Fungi of the forest. Are you ready to dive deep into the roots of culture and engagement, connecting the threads that sustain Canopy's ecosystem? As Canopy's Mycorrhizal Fungi, you'll be the hidden networker, intricately weaving connections and nourishing relationships throughout our organization. Your role sits at the heart of our forest family, fostering a culture of growth, collaboration, and sustainability.

**ABOUT THE ROLE**

Canopy’s Manager of Culture & Engagement (C&E) Communications will play a pivotal role in ensuring effective communication strategies across teams. Manage the design, production and distribution of marketing collateral in support of fundraising initiatives, public relations, annual reports, presentations and event marketing. In addition, will support the social media and public presence of the Executive Director.

The Manager of C&E Communications will report directly to Canopy’s Head of Culture & Engagement and in coordination with Canopy’s Impact Communications team.
KEY RESPONSIBILITIES

Fueling Our Work
- Create clever and engaging donor communications to sustain and grow Canopy’s impact and ability to attract and engage existing donors and funders. Assets will include, but are not restricted to major donor pitches, updates, proposals, and reports.
- Lead the creation, production, and distribution of Canopy’s Annual Report.
- Lead work with Canopy’s fundraising and culture teams to ensure donor communications are engaging.

Amplifying Canopy’s Voice
- Act as the social media lead for the Executive Director, including developing and driving the implementation of the Executive Director’s social media presence, producing strategic, engaging, and thought-leading content across various platforms.
- Develop a public relations strategy for Canopy’s Executive Director and execute the plan.
- Provide writing and presentation support for Canopy’s Executive Director, creating written drafts, assets, and PowerPoint decks as needed.
- Develop assets and materials for the engagement of Canopy’s Ambassadors.
KEY RESPONSIBILITIES (CONTINUED)
Optimizing Impact and Coordination

- Support Canopy’s internal communications to our Governance, Advisory, and Honorary Boards.
- Ensure that all internal documents and official presentations meet our brand visual guidelines and voice.
- Develop a variety of engaging team-centric materials such as video and written updates, presentation materials, and digital content that are in keeping with Canopy’s fun-loving culture.
- Act as managing editor of internal e-newsletter (Canopal Scoop) and team celebratory initiatives.
- Contribute to our culture of justice, equity, diversity, and inclusion (JEDI) by ensuring that our team feels represented through internal communication strategies.
- Actively contribute to the development of, and act as a creative partner in the execution of Canopy’s internal communication strategy.
QUALIFICATIONS

- Proven experience (4+ 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, proven track record of developing and implementing communication plans to achieve organizational goals.
- A playful communication style.
- Experience in social media management and content strategy.
- 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.
QUALIFICATIONS (CONTINUED)

- Ability to think strategically as well as act tactically.
- Adaptable and quick to capitalize on emerging opportunities.
- 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 and changing the world.

JOB DESCRIPTION

If you want to learn more about the role and be the Mycorrhizal Fungi 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 Mycorrhizal Fungi Tool Belt that will make you the best candidate for the role, AND Create a short social media post (140 words max) in the style of a jungle-themed meme or punny forest fact. Your goal is to engage and entertain our audience while showcasing your knack for captivating communication.

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 “Mycorrhizal Fungi!”

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’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.
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.