WE'RE HIRING!

STRATEGIC LEAD

(AKA Green Glamour Gazelle)

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

Position Type
Full-time

Reports To
Head of Impact

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. Canopy offers a competitive salary range. New Canopals can expect a salary typically within the lower half of the range, reflecting our commitment to equitable compensation practices. We believe in fostering a supportive work environment where employees can thrive. We also offer comprehensive benefits packages, professional development opportunities, and a supportive workplace culture dedicated to environmental conservation. At Canopy, we prioritise the well-being and growth of our team members, ensuring they have the resources and support needed to excel in their roles and contribute meaningfully to our mission.

Deadline for Applications
Until Filled
ABOUT CANOPY
Canopy is a solutions-driven not-for-profit environmental organization dedicated to protecting forests, species, and climate. For 25 years, Canopy has been a driving force in transforming wood-based supply chains – including publishing, packaging, and textiles – to eliminate fibre coming from the world’s most critical forests and ensure a livable planet for all.

OUR WORK ON CANOPYSTYLE
Although people know that vast amounts of paper 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 over USD $1 trillion in combined annual revenue, to keep Ancient and Endangered Forests out of their textile products and fashion lines and accelerate the supply chain’s transition to lower-impact, Next Gen alternatives.

Check out Canopy’s Partners Page for a glimpse of who CanopyStyle works with.
ABOUT THE ROLE
Canopy is looking for an experienced Strategic Lead to propel the CanopyStyle initiative to even greater impact and ensure Canopy meets its bold vision of seeing 30-50% of the world’s forests protected and/or restored. The Strategic Lead will report to the Head of Impact, and manage a team of campaigners focused on the fashion sector. They 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. The CanopyStyle Lead will also collaborate with other Impact campaigns to ensure cohesive, effective performance by the overall Impact Team.

PURPOSE OF THE ROLE
The Strategic Lead is responsible for developing creative campaign objectives and strategies, and driving their successful execution to enable Canopy to hit its impact goals - transforming unsustainable supply chains, scaling solutions, and securing large-scale conservation of Ancient and Endangered forests. Travel is a part of this senior position.

KEY RESPONSIBILITIES
Impact Campaign
- Work with the Head of Impact and Director of Impact 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 Head and Director of Impact, and other Strategic Leads to operationalise Canopy’s vision.
KEY RESPONSIBILITIES (CONTINUED)

- Collaborate with the Head and Director of Impact, and other Strategic Leads to operationalise Canopy’s vision.
- Identify the resources and timelines needed to meet Canopy’s strategic goals.
- 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 analyse Canopy’s impact.
- Identify strategic events and conferences to attend and speak at. Present Canopy’s work to brand audiences with a goal to attract priority corporate partners to our campaigns.
- 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 Head of Impact, Director of Impact, 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 Head and Director of Impact in developing, refining and meeting Canopy’s annual budget.
KEY RESPONSIBILITIES (CONTINUED)

- Work with Canopy’s leadership team to support and advance overall organisational priorities, including communications, operations, development, and strategy, as needed.
- Collaborate with HR and the Impact 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.
- Preferred: familiarity with the fashion and textile sector.
- Embrace a “Yes, AND...” mindset to foster innovation and collaboration (link to https://www.linkedin.com/pulse/what-does-mean-say-yes-change-jordan-hirsch/).
How to apply in 3 easy steps

1. 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?

2. Send us a Cover Letter and CV addressed to the hiring panel.

3. Send your application to our Chief Charmer, Anna at: chiefcharmer@canopyplanet.org and mark the subject line “Green Glamour Gazelle.”

Canopy embraces equity and diversity and is committed to a workplace that is enriched by the people, needs, and desires of our diverse community. We thank all applicants; however, we will only contact candidates who successfully secure 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.