



WE'RE HIRING!

SOCIAL MEDIA & DIGITAL TEAM LEAD

(AKA Chief of Buzz)

@canopyplanet

www.canopyplanet.org



Location

Remote (The Americas time zone)

Position Type

Full-time

Reports To

Communications Director

Start Date

ASAP

Compensation

\$85K-\$110K

Deadline for Applications

November 15, 2023



POSITION SUMMARY

If you are a highly creative and skilled digital pollinator, a strategic thinker, an expert in social media management, digital marketing, and team leadership and have a deep passion for protecting the world's forests and changing the world - then you may well be the perfect person to join our team! A great sense of humour and an imperative to have fun will not go unnoticed! Canopy is seeking a dynamic and experienced strategically minded social media and digital team lead. From developing captivating social media strategies to conjuring up creative content, your enthusiasm and "Yes, AND..." approach will be the secret ingredients to our success.

You will work closely with Canopy's Communications Director, a member of Canopy's executive team, and our digital, campaign, and fundraising teams to support Canopy's premier campaigns, bring our work to new audiences, and help us meet our mission of preserving at least half of the world's forests within the decade.

We recognize the importance of representation and diversity in our team. Therefore, we will give priority consideration to qualified candidates from Black, Indigenous, and People of Color (BIPOC) communities. We believe that diversity enriches our organization and enables us to better fulfill our mission.

As Canopy's Social Media and Digital Team lead, you will:

- Lead and support the digital marketing team, providing guidance, direction, and mentorship to team members.
- Develop and implement social media strategies, campaigns, and content plans to achieve marketing goals and drive engagement, reach, and growth across various social media platforms.
- Actively create and develop high-quality creative content for a member of Canopy's executive team to develop their thought leadership.
- 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/>)
- Review daily copy and visual assets to ensure branding and messaging is aligned with the content calendar.
- Support digital specialists in incubating, supporting, and developing strategies and tactics for building a broader and more diverse base of partners, affiliates, and supporters respective to their campaigns.
- Work with the digital team to develop processes to raise efficiencies and deepen impact.
- Manage internal and external projects to ensure balanced workflows, on time delivery, and impact.
- Collaborate across teams and partners to ensure that all designs align with the brand image while also meeting usability, social media, and website standards by implementing digital strategies that:
 - Raise Canopy's digital profile among its key audiences.
 - Bring our campaigns to new brands we're seeking to engage.
 - Help engage current donors and bring in new donors to support the organization.
 - Monitor and analyze social media performance using analytics tools to measure the success of campaigns, identify trends, and make data-driven recommendations for optimization.
 - Stay updated with social media trends, best practices, and emerging technologies to recommend innovative strategies and tactics.
 - Lead the development and implementation of digital marketing campaigns, including email marketing, paid advertising, SEO, and other digital channels.
 - Create and deliver regular reports and presentations to stakeholders, showcasing social media performance and campaign results.
 - Have a great sense of humour!

JOB DESCRIPTION

**Please contact Anna at [+1 604-253-4808](tel:+16042534808)
for more information about this buzz-
worthy role.**



How to apply in 3 easy steps

1. This is the moment you get to brag about your creative skills by showing us how you would use your digital chops to convince someone from another planet to care about forests through a social media post (you can use no more than a series of three posts).
2. Send us a Cover Letter and CV.
3. Email to anna.abad-frederick@canopyplanet.org Anna Abad-Frederick, HR Lead and mark the subject line "Chief of Buzz!"

COVID-19 Requirement: You will be required to provide proof of full vaccination status or submit to regular masking and testing as a condition of employment at Canopy's meetings, gatherings, and offices. You may request accommodation for medical or religious reasons.

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.

