

COMMUNICATIONS COORDINATOR JOB POSTING

Location: Vancouver/Toronto/Montreal/Québec City
Start Date: March 1st, 2010
Position Type: Permanent Full-time

Canopy: Canopy is a national non-profit environmental organization dedicated to safeguarding the world's forests, species and climate by harnessing the power of the marketplace and changing business practices. Best known for greening the Harry Potter series internationally, Canopy works to green the North American publishing and print industries and in doing so secure protection of the world's remaining intact and endangered forests. Canopy is a fast-paced, results-oriented organization with a strong track record of success.

The Position: You will work closely with Canopy's Executive Director, campaign and fundraising team to develop and implement Canopy's communications plan (using traditional and non-traditional tools, including online social marketing and outreach), manage and promote our website, and manage the organization's new brand. You will also oversee the design and production of a range of communications tools, from print advertisements and online videos to e-newsletters.

The major focus of the position is to increase the effectiveness of Canopy's campaign communications and organization profile across North America. You will be expected to travel occasionally – primarily within Canada.

Responsibilities:

- Develop and implement semi-annual strategic communications plans that advance and support Canopy's campaigns and brand development
- Manage and promote the Canopy brand
- Manage, develop and promote the Canopy website and other key communications tools, including e-newsletters, print advertising and videos
- Drive the development of campaign, organizational and funding materials
- Provide media and public communications support and guidance to Canopy staff and board
- Manage communications contractors

Qualifications:

- 3-5 years experience working with the media and/or as a communications specialist
- Ability to think and act strategically
- Sound knowledge of environmental issues
- Interest in and/or passion for Canopy's mission and campaign goals and a broad understanding of the role of non-governmental organizations in civil society.
- Excellent written and verbal communications skills in both English and French.
- Strong computer skills including understanding of web platforms, word processing, spreadsheet power point and design software.
- Strong understanding of media, online engagement and other communication tools.
- Excellent project management, follow-through, and time management skills
- Management experience

- Demonstrated track record of collaboration, as well as ability to work independently
- Strong interpersonal skills
- Comfortable working in a fast-paced and ever-changing environment
- Ability to travel and work on weekends and evenings when necessary.

Canopy offers an inclusive and collaborative work environment that emphasizes professional and personal development. We provide a competitive salary structure, a progressive health benefit plan and four weeks vacation in the first year of employment.

Deadline: This posting will remain open until a suitable candidate is found.

Applicants should submit a resume and cover letter explaining why they would like to work with Canopy by email to communications@canopyplanet.org (please use "COMMUNICATIONS COORDINATOR" in your subject line). We thank all applicants for their expressions of interest. However, we will only be contacting applicants who are short-listed for interviews.