

## CORPORATE CAMPAIGNER JOB POSTING

**Location:** Montréal/San Francisco/New York/Toronto/Vancouver  
**Start Date:** March 24<sup>th</sup>, 2010  
**Position Type:** Permanent Full-time

**Canopy:** Canopy is a North American 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:** Canopy is looking for a Corporate Campaigner who will bring creativity, passion and a strong strategic sense to our innovative and transformative campaigns to safeguard forests and species. Our ideal candidate will be able to generate momentum for our conservation campaigns and our work to green the newspaper, print and book industries.

### Responsibilities:

- Engage large corporate consumers of paper to develop and implement environmental purchasing policies. A focus of this position will be working with newspaper publishers and printers.
- Support publishers/printers in developing and implementing social marketing strategies and introducing value-added approaches to their business operations.
- Develop and write communication plans and materials, and work with media to further Canopy's organizational and conservation objectives.
- Work closely with the Campaign Director and Canopy campaign team on campaign planning and implementation.
- Collaborate with Canopy's communications team and campaigners on joint events and projects.
- Work closely with Canopy's Executive Director and Development Director to develop and implement fundraising initiatives.
- Contribute to planning of the overall strategic direction of the organization.
- Ability to manage interns and contractors.

### Qualifications:

- Experience in and commitment to environmental and/or social justice issues-campaigns.
- Possesses strong analytical skills, an ability to problem solve and excellent written and verbal communication.
- Proven track record for setting and meeting goals and skilled in building strong relationships.
- Experienced in or knowledge of social marketing, media and/or communications work.
- Demonstrated track record of effective teamwork and coalition building as well as ability to work independently.



- Must be able to inspire and persuade others, particularly in corporate and business environments.
- Comfortable working in a fast-paced and ever-changing environment
- Ability to travel and work on weekends and evenings when necessary.
- Familiarity of corporate engagement campaigns and forest conservation an asset.
- Fluency in French and/or Spanish a strong asset.
- A good sense of humour always goes a long way.

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: March 24<sup>th</sup>, 2010**

**Applicants** should submit a resume and cover letter explaining why they would like to work with Canopy by email to [campaigner@canopyplanet.org](mailto:campaigner@canopyplanet.org) (please use "CORPORATE CAMPAIGNER" 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.