JOB POSTING (EXTERNAL)

Campaigner (Terrestrial Conservation)

Position type: Full-time, permanent

Location: With the flexibility to work remotely and in person, the Campaigner has the autonomy to decide the location of their work provided it is within the province of British Columbia. Currently, most of our team chooses to work remotely. We strive for 1 to 2 in-person all-staff meetings per year, with at least one happening in Metro Vancouver.

Work hours: Work hours are somewhat flexible based on the approval of the Campaigner’s supervisor and the Executive Director. All staff hours must overlap with the core work hours of CPAWS-BC (currently 10 am to 3 pm from Monday to Friday). The nature of this position may require some work outside of regular hours. CPAWS-BC is in the process of planning the implementation of a four-day/32-hour work week in 2024.

Compensation: $62,500 annually, plus comprehensive health and dental benefits (after 3 months) and 4% RRSP matching (after 1 year).

Other benefits of working at CPAWS-BC:
- Work from home or hybrid work environment, including all staff strategy and team building sessions in person.
- Flexible work schedule (outside of our 10am - 3pm PT core working hours)
- Our vacation entitlement starts at 3 weeks, increasing to 4 weeks after 5 years.
- CPAWS-BC provides an additional paid break over the December holiday period.
- Support your physical wellbeing, mental wellbeing, and caregiving responsibilities by taking advantage of our 10 flexible personal days annually.
- We offer an extended health, vision and dental benefits package, which includes life insurance and long-term disability
- A completely free and confidential employee and family assistance program (EFAP) to assist with counselling, financial advice, nutrition, addiction, childcare arrangements and more.
- Invest in your growth with $500 professional development support for training.
- CPAWS-BC provides half-day Fridays for weekends that include statutory holidays or Mondays that are designated holidays.
- CPAWS-BC is in the process of planning the implementation of a four-day/32-hour work week in 2024.

Posting date: Dec 15, 2023

Closing deadline for applications: January 7, 2024, at 11:59 pm (Pacific Daylight Time)

Start date: February 2024
About CPAWS-BC

The Canadian Parks and Wilderness Society – British Columbia (CPAWS-BC) is part of one of Canada's oldest non-profit conservation groups. We have been defending lands and waters in BC since 1978 and are dedicated to keeping BC's natural environment thriving forever. Nature is BC's best hope.

CPAWS-BC works on the unceded territories of Indigenous Peoples. We recognize that all people have the right to a healthy environment. Identity, culture, and survival are often deeply rooted in people's connection to the land and ocean. However, not all people have equal access to and decision-making powers over the use of land and ocean. As a conservation organization, we have the responsibility to uphold the values of justice, equity, diversity, and inclusion of marginalized voices and perspectives.

We are a small, dedicated team working hard to protect land and waters in every corner of BC and deep into the ocean. Join us and help safeguard homes for grizzly bears, huge colonies of seabirds, threatened grasslands, endangered orca habitats, and vital stretches of boreal forest, keeping British Columbia wild forever.

Our office is located on the unceded lands of the Coast Salish Peoples.
OVERVIEW OF THIS POSITION

The Campaigner is a dedicated organizer committed to supporting the creation of Indigenous-led protected areas and enhancing existing protections across British Columbia. The role involves developing public engagement strategies, including communications, media relations, and new partnerships, to advance the goal of protecting 30% of lands by 2030.

Using innovative tactics, you’ll raise awareness of the role of protected areas, Indigenous-led conservation and stewardship in tackling the intertwined biodiversity and climate crises. You’re excited about connecting community engagement with government processes, leveraging policy windows, and understanding decision-makers.

You have a solid understanding of the gears that make decision-makers tick, and the basic principles of nature conservation and nature-based climate solutions. You’ve got some experience with campaign planning and delivery under your belt and thrive in this sort of creative, collaborative space. You bring tools for monitoring the political and media landscapes and are excited to share you analysis on both. Experience in grassroots organizing in a paid or volunteer capacity would be an asset for this role.

A. ESSENTIAL FUNCTIONS

CAMPAIGN STRATEGY DEVELOPMENT AND IMPLEMENTATION

● Collaboratively develops creative and effective campaign strategies for terrestrial/landscape conservation, with an emphasis on public engagement, community organizing and mobilization.
● Identifies campaign opportunities that take advantage of political and policy windows to drive action on conservation and support for and recognition of Indigenous-led conservation.
● Is curious and compelled to iterate and improve on campaign strategies.

COMMUNICATIONS AND PUBLIC ENGAGEMENT

● Creates engaging and compelling written and visual content across communications channels: social media; press releases; opinion pieces; media backgrounders; blog posts and newsletters.
● Maintains a media tracking database that helps identify key trends in conservation and environmental journalism.
● With the CPAWS-BC communication team, monitors and evaluates the effectiveness of terrestrial communications activities using metrics and feedback.
● Acts as a confident and professional media spokesperson on specific campaign files.

PARTNER ENGAGEMENT AND COLLABORATION

● Develops and maintains networks and relationships with stakeholders, partners and allies (political, corporate, NGO, First Nations, industry etc.).
• Actively and professionally represents CPAWS-BC and specific campaign projects to external audiences: media, political and business groups, at events, etc.

MONITORING AND ANALYSIS

• Facilitates quality control checks on the scientific and factual accuracy of campaign materials.
• Analyses trends and occurrences in the media and emerging conservation science that could impact, or be leveraged for campaign strategies and tactics.

LEADERSHIP AND TEAM SUPPORT

• Plays an active, thoughtful and strategic role on the broader Terrestrial Conservation Team to support team goals and one another.
• Open to and appreciates continuous learning and self-reflection to ensure a culturally responsive and inclusive approach to conservation and communication strategies.
• When needed, supports grant applications and reporting as a way to support the Terrestrial Conservation Team’s goals and objectives.

B. SKILLS & EXPERIENCE

• **Biodiversity and nature conservation:** A basic understanding or keen interest in biodiversity and conservation challenges specific to British Columbia. Knowledge of relevant conservation and environmental policies, regulations, and frameworks is an asset.
• **Campaign strategy and community organizing:** Understanding of and a perspective on public engagement strategies and community organizing principles. Actively shares which campaign strategies and tactics could work, and why.
• **Communications:** Strong written and verbal communication skills. Understanding of and skills in strategic communications and media relations. Knowledge of and deep interest in digital engagement strategies.
• **Advocacy:** Interest in or awareness of the political landscape in British Columbia related to conservation issues. Understanding of and experience with advocacy activities, such as lobbying, government relations, voter education or targeted digital campaigns.
• **Partnership building:** Ability to build and maintain partnerships with diverse organizations and communities. Comfort and interest in facilitating meetings will be an asset.
• **Public speaking and presenting:** Confidence and experience in public speaking, making presentations and speaking with the media or as a spokesperson.
• **Monitoring and Evaluation:** Knows how to monitor and evaluate campaign progress using qualitative and quantitative methods. Analytical skills to assess the success of engagement and mobilization efforts and iterate accordingly.

C. EDUCATION

(MINIMUM REQUIREMENTS/EQUIVALENT)

• No minimum education requirement. Experience is considered equivalent to education.
• CPAWS-BC values the contributions of individuals with diverse educational backgrounds and experiences. We are committed to fostering an inclusive and equitable workplace that reflects the richness of perspectives needed to address the complexities of the nature and climate crises.
ABOUT THE APPLICATION PROCESS

To apply, please submit one combined PDF document that includes a one-page cover letter and your resume to hiring@cpawsbc.org with the subject line: Campaigner

Applications are due by 11:59pm Pacific on January 7, 2024. Only complete applications will be considered.

We encourage you to use your cover letter to tell us how your background and experience align with this role and share any information about yourself that you think is important for your application. You will receive an auto-response informing you that your application has been received.

CPAWS-BC is committed to expanding a diverse, equitable, and inclusive conservation movement. We are invested in creating an organization representative of a wide variety of backgrounds, identities, languages, cultural ways of knowing, and life experiences and welcome applications from Indigenous, Black, and racialized people, and those who face systemic barriers to employment.

We know research shows that society has conditioned communities of color, trans and gender non-conforming people, immigrants, people with disabilities, and other marginalized candidates to more frequently not apply to a job because they don’t feel that they meet all the qualifications listed even if they are qualified. If you meet some of the requirements and you are passionate about our mission, we encourage you to apply and look forward to learning more about you.

If your application is successful:

1. We will contact you for a first interview.
2. You will be given a small task to complete in the lead up to the first interview.
3. If needed, we will arrange a second interview for a smaller group of candidates.
4. If you’re selected as the successful candidate, we will make you an offer.

OUR COMMITMENT

CPAWS-BC works on the stolen lands and waters of Indigenous Peoples. Indigenous Peoples have stewarded their territories since time immemorial and continue to do so today.

The conservation movement in Canada was founded on white supremacy and actively sought to erase Indigenous Peoples. One way was the forcible removal of Indigenous Peoples from their land and water, and the attempted severing from their culture. The whiteness of conservation remains in both leadership and values, which continues to perpetuate systemic oppression and erasure of Indigenous Peoples. But Indigenous Peoples have resisted and endured. As a conservation organization, we have a responsibility to decolonize our work and to ensure that we are supporting Indigenous stewardship, resilience, and resurgence.

We, the staff and Board at CPAWS-BC, recognize that decolonization is an ongoing process that requires all of us to be actively involved and responsible. CPAWS-BC is committed to justice, equity, diversity, and inclusion within every aspect of our work to protect lands, inland waters, and ocean. We commit to be more inclusive, respectful, and honour Indigenous Peoples in all aspects of our work.