

WE'RE HIRING!

CAMPAIGNER, LANDS & FRESHWATER TEAM

241 - 312 Main Street
Vancouver, BC
V6A 2T2
(604) 685-7445
info@cpawsbc.org

Position Overview

The Campaigner is responsible for leading and supporting CPAWS-BC's lands & freshwater conservation campaigns, focusing on community engagement and communications to advance the goal of protecting 30% of lands by 2030. They use innovative digital and offline tactics to raise awareness about the role of protected areas and Indigenous-led conservation in tackling the intertwined biodiversity and climate crises.

This role will be a fit if you've got some experience with advocacy campaigns under your belt, knowledge of the political landscape in BC and a passion for the forests, rivers and wildlife that we work to protect.

If you've got a knack for motivating people through impactful events, creating strategies that win and working collaboratively in a small team, we'd love to hear from you!

Responsibilities & Duties

CAMPAIGN STRATEGY

- Collaboratively develops creative and effective campaign strategies, with an emphasis on digital engagement.
- Keeps track of the news, announcements and political shifts to identify campaign opportunities.
- Adapts strategies and tactics to changing circumstances.

COMMUNICATIONS & ENGAGEMENT

- Create campaign content plans to educate and engage new audiences through social media channels, website content, email communications and traditional media.
- Develop copy using an analysis of key messages and effective framing to motivate people.
- Plans and leads digital and in-person events that inspire and facilitate people to take action.

PARTNERSHIPS & COLLABORATION

- Develops and maintains networks and relationships with partners, experts and volunteers.
- Coordinate, facilitate and take shared notes for coalition calls.

TEAM SUPPORT

- Supports fundraising proposals and grants, board reports and admin tasks, as needed.

Knowledge, Skills & Abilities

KNOWLEDGE & EXPERIENCE

- Required: Understanding of advocacy campaigns and campaign strategy.
- Required: A basic understanding of biodiversity conservation and interest in BC politics.
- Asset: Experience leading campaigns.
- Asset: Experience in grassroots organizing in a paid or volunteer capacity.

SKILLS & ABILITIES

- Ability to work collaboratively with internal teams, external partners, and contractors
- Strong organizational and project management skills
- Strong written and verbal communication skills
- Ability to recognize and adapt plans based on changing circumstances
- Attention to detail
- Ability to receive and implement feedback

EDUCATION

- No minimum education is required.
- A degree in ecology, political science or public policy would be an asset.
- CPAWS-BC values the contributions of individuals with diverse educational and lived experiences. We encourage you to apply for this role if you believe your skills are a good match.

Position Details

Position type: Full-time, permanent

Location: Remote and optional hybrid (Vancouver office). Given the focus of this position, preference will be given to those located within Greater Vancouver, or with minimal travel to Vancouver.

Work hours: As of March 1, 2024, CPAWS-BC is piloting a 4-day/32-hour work week. Daily work hours are flexible, provided they overlap with the core work hours of 9am-3pm Monday through Thursday.

Compensation: \$58,350 annually, plus comprehensive health and dental benefits (after 3 months) and 4% RRSP matching (after 1 year).

Posting date: July 25, 2024

Closing deadline for applications: Open until filled, we encourage you to apply by Aug. 12, 2024

Start date: As soon as possible

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 shared, unceded, ancestral territories of the xʷməθkʷəy̓əm (Musqueam), Sḵwx̱wú7mesh (Squamish), and səliwətał (Tsleil-Waututh) Nations.

THE BENEFITS OF BEING ON OUR TEAM:

- A pilot 4-day, 32-hour work week beginning March 1, 2024
- Flexible work schedule outside of core organizational work hours (9am-3pm)
- Our vacation entitlement starts at 3 weeks, increasing to 4 weeks after 5 years, plus an additional paid break over the December holidays.
- Support your physical and 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



APPLICATION PROCESS



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

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 colour, 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.

OUR COMMITMENT TO DECOLONIZATION

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 lands and waters, 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.