



**POSITION:** Senior Campaigns Director  
**REPORTING TO:** Managing Director  
**REMUNERATION:** \$90,000-\$125,000 USD or \$105,300-\$146,250 CAD  
**LOCATION:** North America (Remote)  
**START DATE:** ASAP

# STAND.earth

## Background

Stand.earth is a nonprofit environmental organization working to create a world where respect for people and the environment comes first. Our campaigns challenge destructive corporate and governmental practices, demand accountability, and create solutions that support all of us — and the environment and climate upon which we depend. Stand’s strategic approach and fierce determination have yielded extraordinary results: Since 2000, we’ve helped secure the protection of millions of acres of wilderness, shifted billions of dollars of corporate purchasing toward responsible options, and transformed the environmental practices of more than 100 major U.S. corporations. Stand operates in Canada and the United States.

Stand recognizes and respects the sovereignty of First Nations and tribes, as well as the rights of Indigenous Peoples and frontline communities. These communities are often first and most directly impacted by environmental pollution and climate change, and they provide critical leadership in developing solutions.

Pollution, climate change, and corporations’ bad behaviour disproportionately hurts the most marginalized people in society — including people of colour, people from working class backgrounds, people with disabilities, women, and LGBTQ+ people. To develop transformative solutions, these communities must be centered in the work we do. Hence, we strongly encourage applications from people with these identities or who are members of other historically marginalized communities.

## About the Role

Reporting to the Managing Director, this position will be initially responsible for leading our Fashion and IT sector campaign strategy and team, with the likelihood of taking on oversight of one or more additional campaigns over time. In the initial phase, this role will support issue research, lead corporate negotiations and public communications, coordinate with allies, engage in fundraising and donor relations, and lead a 5-person team of campaigners, researchers, digital and communications staff. This position will be a senior member of our campaigns leadership team and, as part of the team, will help ensure that campaigns across the organization have strong planning processes, collaborate with other teams, and invest in campaigner training and skills development.

This is a full-time position. Salary is commensurate with experience and adjusted based on location but will

likely be within the range of \$90,000-\$125,000 USD or \$105,300-\$146,250 CAD. Stand.earth offers a generous and comprehensive benefits package including excellent health and dental insurance, 3 weeks paid vacation in the first year (increases in future years), 20 paid holidays, 4.5-day work week, and a 3-month paid sabbatical after 7 years continuous full-time employment. We also encourage employees to make use of our mindfulness sessions and professional development training opportunities that we offer.

The location for this position is fully remote in North America, with the option of working out of our Bellingham, Washington; Vancouver, British Columbia; or Toronto, Ontario office if located there. All staff can expect to travel periodically for in-person team meetings, retreats, and work events.

## **About You**

Stand.earth is hiring a passionate and experienced Senior Campaigns Director to direct our campaigns that are catalyzing some of the biggest polluting sectors globally to transition to 100% renewable energy. This role will initially focus on leading our Fashion and IT campaign team. By addressing the massive climate footprint associated with the manufacturing of our clothes, shoes, smartphones and other computing devices, your work will lead a transformational shift among some of the world's biggest brands to become fossil fuel-free. After this initial phase, your focus will move towards fulfilling a high-level strategic and oversight role, oversee an additional one or two campaigns, and help campaigns across the organization deepen their impact as a member of the campaigns leadership team.

If you are a skilled and experienced strategist and project manager, enjoy supporting campaigners to deepen their skills and thrive in their roles, love developing creative campaign strategies to reach company decision-makers, and have a knack for developing partnerships and alliances, this might be the perfect role for you!

You will be joining an international team of strategists, negotiators, campaigners, and activists that achieves outsized results and is bursting with creativity, innovation, and untapped potential. Stand.earth is committed to engaging in the process of decolonization. We also have long standing commitments to Justice, Equity, Diversity, and Inclusion (JEDI) that touch all of our programs. The Senior Campaigns Director will be expected to understand and embrace these concepts and incorporate them into the design and execution of our overall campaign and organizing work.

## **Key Responsibilities**

- In the initial phase of the role, lead and manage a highly collaborative Fashion/IT campaign team to execute online and offline tactics and communication strategies, conduct industry and company focused research on energy transition opportunities in key supply chain countries, and build and manage relationships with companies, coalition partners, and other industry leaders.
- Develop and implement strategies designed to catalyze leading global brands in the fashion and IT sector to rapidly transition their supply chain away from fossil fuels to renewable energy.
- Serve as one of Stand.earth's spokespeople on this campaign and help to develop campaign communications strategies and supporting materials.
- Participate in and support fundraising activities to fund this and other campaigns.
- As a campaigns leadership team member, help design and execute campaign planning and evaluation processes, campaigner training sessions, in-person and virtual gatherings, and internal collaboration and information-sharing across campaigns.
- Over time, take on high level strategic oversight of one or more additional campaigns.

## Qualifications

- 7-10 years of working on environmental or social justice campaigns. Direct experience with corporate or market campaigns is required.
- Knowledge of Southeast Asia and an understanding of corporate, government and civil society sectors in this region.
- Experience in negotiating and building relationships in the corporate sector.
- Demonstrated success in developing campaign strategy and identifying effective tactics to achieve campaign goals.
- An effective and supportive manager, who can foster a positive and collaborative team environment while providing mentorship, professional development opportunities and direction on tracking key priorities.
- Clear and deep understanding of the issues and concerns surrounding climate change and the role corporations can play in catalyzing a renewable energy transition.
- Experience with stakeholder management and developing relationships and trust with partner organizations who work across a diverse range of issues, regions and audiences.
- Demonstrated success in identifying potential funders, developing funding proposals, and building relationships with individual and foundation supporters.
- Top notch writer, editor and communicator; able to adapt your style to work for a variety of audiences, from corporate negotiations to social media.
- Digital and media savvy, able to identify rapid response opportunities and propose smart digital and media tactics to advance campaign objectives.
- Experience working with Indigenous allies and frontline communities are an asset.

## Personal Characteristics

- Enthusiasm and passion for international campaigning and organizing.
- Highly organized, flexible, creative, able to manage projects, prioritize multiple tasks, and able to thrive in a fast-paced and ever-changing environment that spans multiple cities and time zones.
- Independent and self-motivated.
- Self-awareness, confidence and creativity.
- Committed to the values of equity, racial justice, authentic communication and continual learning.
- Sense of humor.

## How to apply

Interested applicants should submit the following by e-mail to [poveshnee@ngorecruit.com](mailto:poveshnee@ngorecruit.com) quoting reference number: NTE001

- A CV in word or PDF format (please include 3 references)
- A 1-page cover letter outlining how your skills and experience align with Stand.earth's mission and the unique qualities you will bring to this role.

Application Deadline: 20<sup>th</sup> February 2024

Interested applicants are encouraged to **apply ASAP**. Only shortlisted candidates will be contacted.

For more information about Stand.earth, visit their [website](#) and [LinkedIn](#).