



Position: Program Director, 1 Year Contract for Maternity Leave, Start July 2021

Report to: Executive Director

Location: Remote with Canada

ROLE DESCRIPTION

The Program Director is responsible for developing and delivering exceptional programming that's aligned with our mission and vision of turning outdoor people into effective climate advocates. The Program Director will strengthen and enhance existing programs while innovating new programs to ensure maximum engagement and impact from prospective audience contributing to the overall growth and success of our movement.

The Program Director will help develop the programming priorities of the organization, lead the overall planning and execution of programs including communication strategies, training and relationship management to keep this all on track.

Overview:

Protect Our Winters Canada is a passionate community of enthusiasts, professional athletes and industry brands uniting the outdoor community to advocate for policy solutions to climate change. We believe our love of adventure in nature demands our participation in the fight to save and protect it. **Our mission is to turn passionate outdoor people into effective climate advocates.**

Our POWER comes from our community and we want to design and deliver programs that grow and deeper engage our community in the fight to save and protect the places and experiences we love.

We recognize and value diversity of perspective and welcome individuals who identify as members of marginalized communities to apply, and encourage Indigenous people, people of colour, women, people identifying as LGBTQI, members of ethnic minorities, immigrants and differently abled people to apply.

Hours & Compensation:

This is a full-time, salaried position (40 hours per week) with compensation ranging from \$60,000-70,000 based on level of knowledge and competencies), plus health benefits.

PROGRAMS

The Program Director will give leadership to POW Canada's programs and to ensure they are developed and delivered in a professional manner in a way that supports our mission and vision while furthering our strategic plan. These programs include:

- Hot Planet Cool Athletes
- Outdoor Retailer Program
- Resort Program
- Ambassador Alliance

Key Responsibilities:

Hot Planet Cool Athletes

HPCA's mission is to educate and inspire the next generation of climate champions. We do this through in-person and virtual, school assemblies led by world class athletes in a high-school setting. The Program Director will:

- Work with POW's Science Alliance to update climate education resources for schools.
- Liaise with our team at the University of Waterloo to leverage their knowledge and resources to continually improve the program and broaden its reach
- Set measurable program goals and track key performance indicators (KPI's)
- Market the program to schools in geographic priority areas
- Coordinate school presentations (remote and in person)
- Track student numbers and maintain a log of teacher feedback for each presentation.
- Manage travel logistics for athlete presenters.
- Train and resource athletes to ensure excellence in program delivery
- Maintain and update HPCA website. (Wordpress)
- Build internal processes to successfully manage and track stakeholders and prospects within POW Canada's customer relationship management (CRM) system, NationBuilder

Outdoor Retailer Program

Outdoor retailers have a direct connect to outdoor enthusiasts within their communities. To grow our membership base, thereby increasing our effectiveness as an organization, our program equips outdoor retailers with resources to share our message and onboard new members within their store.

- Develop program resources (in store marketing and activation toolkit)
- Set measurable program goals and track key performance indicators (KPI's)
- Market the program to outdoor retailers in geographic priority areas
- Build a network of outdoor retailers across Canada
- Liaise with outdoor retailers to provide resources that ensure maximum engagement (presentations, events, POW branded merchandise, marketing materials)

- Develop a communication strategy to bring owners and employees into the POW movement and provide them with training and key updates
- Build internal processes to successfully manage and track stakeholders and prospects within POW Canada's customer relationship management (CRM) system, NationBuilder
- Develop plans, timelines and reporting benchmarks to hold stakeholders (retailers and resort operators) accountable to agreed-upon deliverables including sustainability commitments toward Net Zero

Resort Program

The Resort Program is a coalition of resort operators who realize they can't stay on the sidelines and are willing to dig deep on climate action.

- Develop program resources (marketing and activation toolkit)
- Set measurable program goals and track key performance indicators (KPI's)
- Market the program to resort operators in geographic priority areas
- Liaison with resorts to ensure maximum engagement (presentations, events, social media)
- Develop a communication strategy to bring resort management and employees into the POW movement and provide them with training and key updates
- Build internal processes to successfully manage and track stakeholders and prospects within POW Canada's customer relationship management (CRM) system, NationBuilder
- Develop plans, timelines and reporting benchmarks to hold stakeholders (retailers and resort operators) accountable to agreed-upon deliverables including sustainability commitments toward Net Zero

Ambassador Alliance

Our ambassador alliance brings together world class athletes, creatives and thought leaders committed to using their influence to share our mission and drive climate action.

- Plan and execute annual Leadership Retreat to provide ambassadors with the knowledge and training to be effective climate advocates
- Work with Ambassador Committee to vet and onboard new ambassadors that will further our strategic priorities
- Liaise with ambassadors to ensure maximum engagement on campaigns and other advocacy efforts (presentations, events, social media campaigns)
- Onboard new ambassadors in alignment with ambassador strategy goals.
- Write and share a quarterly Ambassador Newsletter
- Coordinate Ambassadors for national and regional events (in person and virtual)

- Build internal processes to successfully manage and track stakeholders and prospects within POW Canada's customer relationship management (CRM) system, NationBuilder

Experience:

- Strong value alignment with POW's mission and vision and an interest in regional, provincial or national politics and climate action
- Success in managing programs, projects, marketing campaigns and ambassadors at a not-for-profit or other setting
- Experience and familiarity with cause-marketing, advocacy, corporate social responsibility (CSR), point of sale employee engagement
- Strong communication skills and the capacity to create compelling presentations, content and reports
- Can work independently and as an integrated member of national remote team
- Keen to build relationships/connections with stakeholders including teachers, ambassadors, retailers, resorts, business leaders etc.
- Bilingual in French and English is an asset
- Can prioritize multiple project timelines while meeting budget goals
- A passion for organizing people, events and programs. Specific experience with engagement organizing is an asset, but not a requirement
- Proficiency with Google Suite (Google Drive, Gmail, Google Calendar), Slack, Wordpress and CRM management are an asset.
- Implementing and/or maintaining customer relationship management solutions (CRMs) such as NationBuilder or Salesforce

Why You'll love Working at POW Canada:

- A flexible and friendly remote work environment
- Fair compensation and employee health benefits
- Opportunities for professional development, adventures and networking
- Purposeful work, that creates a tangible, measurable difference
- POW Canada is an Equal Opportunity Employer. Qualified persons are encouraged to apply regardless of their religious affiliation, race, age, sex, sexual orientation or nature of disability

To apply, please send your cover letter and resume to David Erb, Executive Director (programs@protectourwinters.ca). The deadline for applications is May 1st with a start date of June 1, 2021. If you are a job seeker with a disability and would like someone to contact you about individualized application support, email us at

programs@protectourwinters.ca or call us at 1-833-769-2262. Only applicants who are selected for an interview will be contacted.