



# CAMPAIGN DIRECTOR

Communications • Toronto, ON Canada

I Am Action is seeking an experienced communications professional who will lead the growth of digital outreach, activism and engagement as Campaign Director.

This is an exciting leadership position at the heart of one of the world's most innovative start-ups. It offers a unique platform from which to develop and effect large-scale social change.

As Campaign Director, you will be responsible for conceiving, developing and managing campaigns on a range of social issues with the goal of channelling the contributions of our members in the most effective way possible.

## KEY RESPONSIBILITIES

- Monitoring world events to identifying opportunities for strong social outreach campaigns
- Consulting with experts and rapidly developing targeted and effective messaging
- Drafting compelling email, social media and other channel communications
- Lead our "Petition Team" to ensure all petition campaign plans meet deadlines, budgets and objectives
- Coordinating with communications, digital and marketing departments to establish consistency and excellence in the brand reach

## SPECIFIC RESPONSIBILITIES

- Program Management: Coordinate and oversee online campaigns that include website content, targeted emails and social media outreach. Set goals and metrics for outreach and evaluate effectiveness
- Online Advocacy: Work with I Am Action advocacy teams and member companies to create and execute digital campaigns in support of policy priorities
- Editorial: Support the I Am Action brand online through writing, assigning, developing and launching content that advances specific I Am Action campaigns Education and Experience Requirements
- Post secondary Degree in Marketing, Communications, Public Policy or related
- Minimum 3 years experience developing and executing online advocacy community management or social media outreach
- Experience implementing digital communications messages for a political campaign, elected official, not for profit, trade association or digital firm that serves clients in these fields

## QUALIFICATIONS

- Strong work ethic
- Outstanding written and oral communication skills
- Passion for social causes, citizen empowerment and change
- Politically savvy with knowledge of public policy space
- Impeccable personal integrity with the ability to maintain confidential information
- Ability to work under tight deadlines in a fast-paced environment
- Strong organization and project management skills

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Send us your resume and cover letter to [jobs@iamaction.com](mailto:jobs@iamaction.com)