

## Job Posting: Watersheds Campaign Lead

**Closing date:** March 1, 2025

**Salary:** Commensurate with experience, \$65,000-78,000 CAD annually, plus benefits.

**Job type:** Full-time (37.5 hours/week), permanent

**Start Date:** As soon as possible

**Location:** Anywhere in B.C.



Watershed Watch Salmon Society is seeking a dynamic, B.C.-based campaign lead to drive our efforts to defend and restore B.C.'s watersheds for wild salmon. The campaign lead will work with our partners to run CodeBlue BC—a successful digital engagement and advocacy platform for healthy watersheds—and collaborate to advance watershed security, governance initiatives, water management reform and the protection of vital salmon habitats.

This role involves developing and executing winning digital strategies, growing community engagement, raising public awareness, and driving meaningful policy change.

If you are passionate about making B.C. a clean water stronghold where wild salmon and communities thrive—and love strategizing, storytelling, trying new tools and tactics, and engaging people from all walks of life—this job may be for you.

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### Key Responsibilities

#### Advocacy, organizing and storytelling

- Build our online community to over 100,000 members and engage them to drive action for watershed security, climate adaptation, and related policy change.
- Lead CodeBlue BC's campaign strategy, storytelling, and digital organizing efforts.
- Lead Watershed Watch's engagement in various water and habitat-related initiatives, including the B.C. Watershed Security Strategy and implementation of the B.C. Water Sustainability Act.
- Act as a Watershed Watch and CodeBlue BC spokesperson in public forums, media interviews, meetings with decision-makers, and other important venues.
- Create and oversee engaging campaign content, including written, visual, and video formats.
- Design and execute comprehensive digital campaigns to maximize participation and impact.
- Identify and recommend innovative digital tools and strategies.
- Manage supporter acquisition and volunteer engagement, including creating and running a digital volunteer strategy to support online engagement and moderation.

- Design and execute a digital fundraising strategy with a focus on building and maintaining strong donor relationships.

### **Team Management & Coordination**

- Lead, coordinate and inspire the CodeBlue BC team, ensuring smooth execution of campaign priorities, work plans, and deliverables.
- Oversee content production and promotion for the campaign, ensuring alignment with other Watershed Watch programs and policy opportunities.
- Coordinate your team with our strategic advisors, operations teams, and external partners and represent Watershed Watch and CodeBlue BC in various collaborations and partnerships, including the B.C. Watershed Security Coalition.
- Build and maintain effective working relationships among First Nations, government, watershed stakeholders, industry, academia, the conservation community and other key players in the B.C. water community.
- Build and maintain a strong and comprehensive working knowledge of the issues affecting watershed health and management in B.C.

### **Operations & Monitoring**

- Track, evaluate, and report on campaign progress and engagement metrics.
- Maintain up-to-date campaign tools, documentation, and the CodeBlue BC website.
- Work with Watershed Watch staff to track budgets.
- Support grant writing and reporting.

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## **Qualifications**

### **Skills & Experience:**

- Strong written and verbal communication skills, excelling at storytelling.
- Proven success in conservation advocacy, grassroots organizing, or political campaigns.
- Digital campaigning expertise, including content creation, audience engagement, and online fundraising.
- Comfortable and competent in the use of generative AI (e.g. ChatGPT).
- Competent in using digital campaign tools such as NewMode, IVR, Mapbox, WordPress, Canva, and Zoho.
- Experience and proficiency in working with First Nations, government officials, community partners and conservation stakeholders.
- Strong organizational, project management, and delegation skills.
- Experience leading collaborative initiatives with partners and diverse stakeholders.

**Attributes:**

- Self-motivated, organized, and detail-oriented.
- Creative, curious, strategic, analytical thinker with problem-solving skills and a data-driven approach.
- Knowledgeable and passionate about wild salmon, healthy watersheds and conservation.
- Access to a vehicle and willing to travel within B.C.
- Comfortable working with a distributed team across B.C., including in rural and remote areas.
- Innate understanding and knowledge of the place-based identities and values that form the backbone of our work.

**Additional Assets:**

- Formal training or experience in journalism, communications, environmental sciences, natural resource management and/or a related field.
  - Roots or strong connections in small or rural communities outside Metro Vancouver and Victoria.
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**About Watershed Watch Salmon Society**

Watershed Watch Salmon Society is a respected and influential non-profit organization that promotes wild salmon and watershed conservation in British Columbia. For over 25 years, we have been boosting habitat protection and restoration, sustainability in salmon fisheries, reform of B.C.'s salmon aquaculture industry, and the implementation of the laws and policies that protect wild fish and the waters they swim in. We are a federally registered charity with a strong track record as a science-based watchdog working with diverse allies and rallying the public to protect wild salmon and watersheds in B.C. Our team members are located throughout Vancouver Island and the Lower Mainland, and we have an engaged base of supporters across the province and beyond.

**About CodeBlue BC**

CodeBlue BC is a pioneering digital platform that drives engagement and advocacy to safeguard B.C.'s watersheds. With a rapidly growing online community that rivals those of our mainstream political parties, CodeBlue BC is building grassroots power in key places where we can make a difference.

What sets CodeBlue BC apart is its deep understanding of public values, reaching beyond urban progressive audiences to engage working families, rural and suburban communities, and Indigenous peoples. At a critical turning point in B.C., where economic and climate insecurity are fueling polarization, CodeBlue BC is building strong, inclusive constituencies rooted in

shared values and local accountability. By leveraging shared values like watershed security, clean water, and love of place, CodeBlue BC unites diverse communities and fosters authentic engagement on issues such as salmon habitat, water sustainability, Indigenous governance, and land use.

## **What We Offer**

- 20 days of vacation to start, increasing to 30 days at year 3 of employment.
- 12 public holidays off.
- Extended health, dental, and life insurance benefits package, including a health spending account.
- Six wellness days per year.
- Cell phone, office and travel expenses reimbursement.

## **To Apply:**

Please email your resume and cover letter **as one document** to Aaron Hill, Executive Director at [admin@watershedwatch.ca](mailto:admin@watershedwatch.ca) with "Watersheds Campaign Lead" in the subject line. When submitting your application please name and save your application with your first and last name in the title, such as: "Ann\_Smith.pdf."

Watershed Watch is an equal-opportunity employer and does not discriminate based on race, nationality, ethnicity, religion, political belief, age, gender, sexual orientation or class. All applicants must be legally authorized to work in Canada.

Only short-listed candidates will be contacted for interviews.

***Ready to lead the charge for watershed security and wild salmon? Apply now to join our team!***