



Jane Goodall Institute
Canada

Digital Development Consultant

Jane Goodall Institute of Canada

“What you do makes a difference, and you have to decide what kind of difference you want to make.” - Dr. Jane Goodall

The clock is ticking on climate change. We’re facing a sixth mass extinction with a million species currently at risk. Environmental inequity continues to put a disproportionate amount of the burden on youth and underserved populations. We know that millions of Canadians are concerned about these issues, and just need engagement, guidance, and tools to take action.

That’s why we’re looking for a Digital Development Consultant on a three-month contract to help us develop a strategy that scales our programs and mobilizes our growing digital community to be a force of collective action for animals, people, and the environments we share.

The Jane Goodall Institute of Canada, founded by iconic naturalist Dr. Jane Goodall, is a global leader in community-centred conservation. Our Roots & Shoots program supports thousands of youth-led initiatives to promote sustainability across Canada.

In line with our new strategic plan, we’re looking at creating digital products and experiences for Canadian youth and adults that provide them with the knowledge, tools and resources they need to take meaningful action for animals, people, and the environment. How can we use digital tools to effectively scale our programs, reach more people, and help them make a difference? We need you to help us find the answer.

As the Digital Development Consultant, you’ll provide an effective strategy that lays the groundwork for an affordable and effective digital development process that makes the most of our not-for-profit’s limited resources. You’ll design a 12-month strategy and budget, and work closely with our high-functioning and passionate team to set it up for success.



What You Will Be Doing

- Assess the strengths, weaknesses, and opportunities in our existing digital engagement work and the communities we serve;
- Support the team to hold focus groups aimed at getting a better understanding of what our community needs in order to take action;
- At the end of the contract, propose a vision for our digital future that scales our programs, grows our community, and achieves measurable positive outcomes for animals, people, and the environment. The final deliverable will include:
 - a practical, action-based development strategy
 - a suite of recommended digital tools
 - a budget

What You'll Bring Along

- A strong digital strategist with a track record of developing strategies that get results;
- Proven experience dealing with big issues and ideas;
- Proven track record as a project manager;
- Ability to manage and align multiple stakeholders through the lifespan of a project;
- Ability to create clarity and focus on large, multi-stakeholder projects;
- Proven track record of driving online community growth and engagement using a variety of platforms, tools, and tactics;
- Experience engaging underserved populations (including BIPOC youth) using digital platforms considered an asset
- Comprehensive understanding of digital trends and where the marketplace is headed;
- Previous experience consulting businesses and/or organizations on their digital strategies considered an asset.

What We'll Bring Along

- \$40,000 3-month consulting fee;
- Our comprehensive suite of social listening and project management tools, as well as open access to all our data and consumer research;
- A supportive and collaborative work environment with very pro-digital attitudes and open-mindedness about our digital future;



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- The opportunity to work closely with a high-functioning and passionate team who know their stuff;
- Access to our downtown Toronto offices at College and University (staff are mostly working from home at this time, with occasional trips to the office).

About the Jane Goodall Institute of Canada

Founded in 1977, the Jane Goodall Institute (JGI) is a global, community-centred conservation organization that advances the vision and work of Dr. Jane Goodall in over 30 countries. It aims to understand wildlife and their habitats, and to empower people to be compassionate citizens dedicated to conservation.

The Jane Goodall Institute of Canada furthers this work here in Canada by mobilizing local and national movements around the convergence of three crises: biodiversity loss, climate change, and environmental inequity, while engaging youth, communities, corporations and governments. In Africa, we support community-centred conservation programs in the Republic of Congo, the Democratic Republic of Congo, Uganda, Tanzania, and Senegal.

*To apply, please submit your resume and cover letter to alex@janegoodall.ca no later than **January 15th at 5PM EST**. We encourage applications from all over Canada.*