

Role: Campaigns Director (Parental Leave, full-time position - 36 hours/week)

Posting date: March 25, 2026

Closing date: April 22, 2026

Start date: May 25th, 2026 (or earlier if available) - June, 2027

Location: Flexible, remote (we have offices in Toronto and Vancouver and staff generally work remotely)

Compensation: Salary range \$90K-102K, commensurate with experience, plus benefits

Leadnow is seeking an innovative, strategic and dynamic Campaigns Director to cover a parental leave through to June 2027.

Leadnow is proudly unionized with BCGEU, and while this position is not a member of the bargaining unit (BU), it supports BU staff members.

Summary

Leadnow is an independent advocacy organization powered by more than 600,000 supporters campaigning for social, economic and climate justice. Together, we do what it takes, with fierce integrity, to have impact as a powerful progressive force in Canada.

Our campaigns aim to create accessible opportunities online and on the ground for people to organize, mobilize, and influence the priorities and policies of governments and corporations. We want a more open, accountable, and representative democracy because decisions should be driven by the people whose lives they affect.

We're seeking an innovative, strategic and dynamic Campaigns Director to cover a parental leave through to June 2027. The ideal candidate will be committed to putting our supporters at the forefront of social change and will have a demonstrable track record of designing engagement journeys that deepen participation over time – converting digital audiences into offline organizers, leaders, and donors – and building strategic bases of power in priority communities.

About the Role

As Campaigns Director (Parental Leave), you will be responsible for leading all aspects of our campaigns work, with alignment and support from the Executive Director. This includes leading the campaigns team, who work across digital campaigning, organizing, communications, and fundraising. Collaborating with the full team, you are responsible for setting the vision, priorities, and plans to direct our short- and long-term campaigns. This includes developing new strategies and actions that will enable everyday

people to have a real impact on policy, politics, society, and elections. It also involves overseeing processes and workflows to ensure the team is working effectively towards our mission.

With the Executive Director, you will also be responsible for implementing and operationalizing our new three-year strategic plan in the 1st year. This will be a year of significant transition for the organization and the campaigns team as we seek to hone and focus our campaign work for increased impact, deeper supporter engagement, offline organizing growth, and sustainable fundraising – while strategically expanding and diversifying our base in key geographies and constituencies aligned with our long-term theory of change.

We are particularly interested in candidates from historically and persistently marginalized communities that bring unique and diverse perspectives, skills and lived experience to this leadership role and to shape the vision and mission of Leadnow.

Supported by the Executive Director, this role leads on:

Campaigns Strategy and Management

- Determining and driving campaign strategy, goals and metrics, including clear benchmarks for moving supporters from online to offline participation and toward deeper leadership.
- Ensuring high-quality content across campaigns and channels
- Identifying priority constituencies and geographic regions for base expansion, and aligning campaign strategy, messaging, and resources to build durable power
- Integrating resources across digital, organizing, comms, and fundraising within campaigns and across the team, pitching and testing innovative uses of technology to grow impact
- Data-driven and qualitative evaluation of all campaigns team work on a regular basis
- Managing the campaigns team's tactical budget

Team Leadership

- Supporting the campaigns team in achieving targets for community growth, diversification, fundraising, and engagement
- Developing and maintaining workflows, project management and decision-making processes that guide the work of the campaigns team

- Managing Campaign Managers, including setting and monitoring work outcomes, coaching and leadership development
- Leads on hiring for the campaigns team staff

Fundraising

- Setting and meeting targets for community one-time gift (OTG) fundraising, including leading on OTG fundraising strategy, in collaboration with Campaign Managers
- Leading strategy on monthly donor digital email acquisition campaigns

Community Relationships

- Developing strong partnerships with allied organizations in the social justice and climate movements

And supports:

- Setting long-term organizational vision and strategy to inspire staff, board, volunteers and community supporters
- Developing communications and framing strategy to align with our strategic goals and supporting the campaigns team in crafting effective messages
- Shaping team culture, especially in our efforts to make Leadnow a more inclusive and impactful workplace
- Developing relationships with decision makers, funders and other external stakeholders
- Grant applications and reports related to campaign work/projects
- Ensuring we remain independent and legally compliant with laws governing political campaigning in Canada
- Risk management and quality control

Qualifications

We are seeking candidates with a strong mix of the following characteristics:

Essential skills & qualities:

- Experienced director with a collaborative, empowering leadership style who is comfortable in an advocacy/communications environment: an experienced team leader with strong facilitation skills

- Experience leading campaign strategies and tactics that build profile and make a splash: demonstrated success leading campaigns that are newsworthy, attract new audiences, and deliver impact, engagement and fundraising targets
- Strong writing, editing and strategic communication skills: supporting campaigners in content development across platforms, developing newsworthy campaigns and tactics
- Experience with digital fundraising: a core component of the role is supporting the campaigns team in meeting one-time gift fundraising targets and expanding digital monthly donor campaigns
- Experience organizing with communities that have been oppressed: we recognize the importance of holding relationships with and taking direction from the diverse communities we work with
- Strategic thinker and sharp political analysis: awareness and analysis of Canada's political, media and cultural landscape when crafting campaigns strategy and communications
- Strong relationship and communication skills: a “relationships-first” approach, coupled with solid communication skills to lead a talented campaigns team
- Appreciates and understands the role of social media and digital marketing to drive growth and engagement
- Driven by a passion for deep progressive change and scoring political wins: this will be a demanding job which requires passion and commitment on a full range of progressive causes, as well as the broader project of building and serving a lasting base of active community members.
- Experience working in a proactive anti-oppression (eg, anti-racist, anti-sexist, anti-ableist, and against other harmful -isms) work environment that engages in necessary and sometimes tough conversations and trainings to identify and dismantle structural inequalities within and beyond Leadnow

The following would be considered assets:

- Digital campaigning experience
- Organizational communications experience
- Experience working with data and analytics, particularly in an advocacy context
- Experience with digital marketing
- Experience managing projects and people remotely
- Experience with strategic and innovative applications of technology for digital engagement

- Media and government relationships
- Experience working in a unionized environment
- Experience implementing new strategic plans and change management

As a leading progressive campaigning organization, we recognize the importance of our staff reflecting the communities our work aims to benefit. Even as we work to unlearn our biases, we know that our identities and lived experiences affect how we work, prioritize, and how we build relationships. **We strongly encourage candidates who are Black, Indigenous, people of colour, women, LGBTQ2I, immigrants, people with disabilities, and people from low-income and working-class backgrounds and/or with lived experience of poverty to apply.** We recognize that this is neither exhaustive nor representative of the intersectionality (i.e. identities or experiences) present within each individual

How to Apply

To submit an application, please submit the following [using this form](#):

- Please submit your CV, along with a cover letter addressing the following two questions (300 word max for each response, and can be addressed in bullet points):
 - Tell us about a time when you led a successful campaign, including the goals, strategy, results, and main learnings.
 - Share some learnings from a campaign that you led that did not proceed as you envisioned. What did you learn? What would you do differently?
- Please submit your CV and cover letter as a **single PDF** by Wednesday, April 22nd, 2026, 11:59pm Pacific time
 - If you have any difficulties submitting your application via Google Forms, please contact jobs@leadnow.ca for assistance

Selected candidates will be contacted no later than Wednesday, April 29th, 2026 and invited to a skills testing round, followed by a final interview with a role-playing scenario.

What to expect if you are contacted for the next steps of the application process:

1. **Task*:** Shortlisted candidates will complete a task at home to evaluate their campaign strategy development and planning skills. This task is designed to take a maximum of three hours.
2. **Panel Interview:** Shortlisted candidates will be invited to a panel interview with 2-3 Leadnow staff members and a board director. This interview will consist of a series of questions to learn more about your background and

experience. Typically, the entire interview lasts 1-1.5 hours and will include an opportunity to ask questions about the role and the organization.

3. **Final Interview:** With the Executive Director and Board Director to share more details about the role and to learn more about your leadership approach in an anti-oppression environment.

All candidates who participate in the task and panel interview are given an honorarium for their time.

* Please note that we strongly discourage the use of AI to complete the task. These questions are intended to help you demonstrate your skills, knowledge and experience, including your ability to process and communicate strategic thinking.

Leadnow strives to have an inclusive and equity-based hiring process. Our processes are set up to avoid bias as much as possible, including using a score-based system. The hiring committee will not know if people have applied before.

Leadnow is committed to ensuring that all applicants can participate in our hiring processes to the best of their ability. Please indicate in your application if there's anything we can do to make the application or interview process more accessible.

We thank all applicants for their time; however, only selected candidates will be contacted by Wednesday, April 29th, 2026 to organize next steps.