

We're Hiring! Knowledge to Action Lead with Digital Flair

[Generation Squeeze](#) is looking for a freelance Knowledge to Action Lead to work with us 2-5 days a week. The ideal candidate is someone who is strong at designing campaign plans and calls to action for allies, citizens and decision-makers, to mobilize evidence into action in the world of politics. If you're passionate about solving the challenges facing younger and future generations, and helping older generations to leave a proud legacy for their kids and grandkids, we would love to hear from you. Compensation package will be **up to \$94,000/year plus GST** depending on experience and days/week.

About us

Gen Squeeze is Canada's only organization fighting for generational fairness. We ask all Canadians to be good stewards for younger and future generations; to value reciprocity when responding to the needs of younger and older age groups; and to plan for all ages so that we are better able to prevent problems before they occur versus treating them after the fact. Our work has helped to build public and political support around key policy issues, leading to real change on the cost of child care, carbon pricing, housing affordability, and age accounting in government budgets. Thanks to the Gen Squeeze Knowledge Mobilization Lab at the University of British Columbia, all of our efforts to articulate both problems and solutions are backed by cutting edge research.

Gen Squeeze is a small organization, but we regularly punch above our weight in policy influence. We want to expand our knowledge to action capacity to build campaigns that further extend our reach and influence, and grow our organization and networks.

About you

You have a proven ability to work with experts about policy solutions to transform evidence into compelling calls to action to engage audiences in bringing about social change. This means you are adept at helping people feel like they can make a difference by joining in campaigns or movements to shape provincial and federal policies. You have a proven ability to deliver successful campaigns to advance policy agendas. You can effectively marshal a range of web, social media, and graphics software and tools to support campaign design, stakeholder engagement, promotion and implementation.

You are interested in the roles that governments play in shaping wellbeing, and can think beyond traditional left/right divides in the political spectrum. You understand the importance of public policy as a tool to support individuals, communities and society – but don't need expertise in any specific policy area, because we've got plenty of that in our network already. You are interested in supporting non-partisan, evidence-based dialogue to move Canada towards greater generational fairness.

You enjoy working collaboratively as part of a small team, but also are able to demonstrate initiative to deliver independently on objectives. You have strong project management skills to effectively coordinate work, and to integrate your contributions with those of other team members.

About the position

The core purpose of the Knowledge to Action (K2A) Lead is to leverage and mobilize Gen Squeeze's power to influence and inspire decision-makers to shift public policies in ways that align with the evidence on how to create a fairer generational system. We believe politicians are more likely to act courageously in response to research evidence when they have sufficient political cover. Our K2A Lead will design and lead activities that aim grow this political cover for priority Gen Squeeze policy goals.

The K2A Lead has day to day responsibility for translating Gen Squeeze research and communications into action by devising, coordinating and delivering online campaigns, strategies and projects to engage our constituency. You will support these campaigns with effective digital communications in partnership with other team members. (Note, the campaigns will be online, because Gen Squeeze doesn't have the budget or person power to lead strong ground-game campaigns).

The position provides creativity and leadership in developing and implementing successful, accessible, and engaging online campaigns, and ensuring the successful coordination of all aspects of this work. The K2A Lead will help to shape Gen Squeeze's communications and digital presence by supporting the integration of campaigns across web, social media, podcast and video platforms to maintain our brand, deliver our messages, and achieve our policy and organizational objectives.

The K2A lead will formally report to the Gen Squeeze Senior Director for Research and Knowledge Mobilization, and work closely with the Gen Squeeze Founder & Executive Chair. However, Gen Squeeze has a strong culture of teamwork and working horizontally, not hierarchically.

We welcome applicants with different kinds and depths of applied experience, and/or educational or practical credentials. Hours of work and level of remuneration are flexible, and will be adapted to align with candidate skills and experience. We are strongly committed to delivering wages and work-life balance that are competitive, and will invest in fair remuneration for top notch skills. We are open to arrangements in which Gen Squeeze is not a candidate's only client or cause, including applications from agencies or firms that are in the business of designing campaigns.

The position is open to candidates across Canada. Gen Squeeze operates virtually, so the successful candidate will require access to a workspace in her/his/their location. It will be a requirement to overlap to some degree with business hours in British Columbia, where Gen Squeeze is based.

Gen Squeeze strongly encourages applications from young people, women, and members of LGBTQ2, Indigenous and racialized communities.

Position requirements

Knowledge:

- Understanding of the role of evidence, opinion, values, social movements, interest groups, institutions, etc. in influencing political outcomes.
- Appreciation for how public policy and finance can shape real world outcomes.
- Knowledge of federal and provincial policy, budget and electoral processes is an asset.

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- Knowledge of Gen Squeeze core issues is an asset: family policy, housing policy, climate policy, and fiscal policy/government budgeting.

Skills and abilities:

- Proven ability to create theories of change to drive campaigns, projects and strategies, informed by political science, knowledge mobilization theories and practices, and/or equivalent experience.
- Proven ability to coordinate digital communications (web, video, audio) and social media tools and platforms to advance campaigns, consistent with the brand and objectives of an organization.
- Ability to curate online social media dialogue, including managing debate and disagreement.
- Ability to use, and support others to use, video and web conference platforms, including zoom, Facebook live, MS teams is an asset.
- Strong ability to design visuals, shareables and infographics is an asset.
- Fluency in French is an asset.

Experience:

- Proven experience developing, implementing, promoting and evaluating successful campaigns, projects and strategies, using digital communications and social media tools.
- Experience identifying and assessing points of intervention or leverage in provincial and federal politics around which to design campaigns and strategies to achieve outcomes.
- Experience designing campaigns and strategies to achieve policy solutions in collaboration with policy experts.
- Experience building and maintaining relationships with diverse networks, organization and allies in order to build coalitions.
- Experience organizing and coordinating live and virtual events is an asset.

How to apply

Send your CV and a cover letter explaining why you are interested in working for Gen Squeeze and what you think you can bring to the organization to andrea@gensqueeze.ca. Candidates will be expected to participate in an interview.

If you have questions about the position or the application process, please direct them to: andrea@gensqueeze.ca.

This job competition will remain open until a suitable candidate is retained.