

## The Charles Darwin Foundation for the Galapagos Islands is recruiting a Marketing and Communications Manager

<b>Role:</b>	Marketing & Communications Manager
<b>Type of work:</b>	Full-time employment
<b>Place of work:</b>	Puerto Ayora, Galapagos Island, Ecuador
<b>Supervised by:</b>	Communications Coordinator
<b>Latest starting date:</b>	20 March 2023

### Introduction

The Charles Darwin Foundation for the Galapagos Islands (CDF) is an international, non-profit organization established under the laws of Belgium and founded in 1959 under the auspices of UNESCO / IUCN. CDF's mission is to provide knowledge and support through scientific research and complementary actions to ensure the conservation of the environment and biodiversity of the Galapagos archipelago. CDF is looking for a Marketing and Communications Manager to lead its communications team and efforts in support of CDF's vision, mission, and strategy.

### Position Objective

Lead the development and implementation of marketing and communications strategies in support of the strategic objectives of the CDF, including pursuing strategies to achieve ambitious growth in fundraising internationally. You will work closely with CDF's scientific teams and projects to translate their work into action, making science and conservation more accessible to our target audiences (local, national, and international), while protecting and enhancing the CDF brand. You will lead a multidisciplinary team of communications professionals with five direct reports in a fast-paced and dynamic environment. You are passionate about science, conservation, and the Galapagos.

### Required Profile

#### Minimum requirements

- 5+ years of proven experience leading multichannel communications and marketing strategies
- Proven writing skills – press releases, blogs, statements, Q&As, reports, social media, etc.
- Proven experience managing PR activities – acting as spokesperson, arranging interviews, developing and pitching engaging story ideas to local and international press
- Fully bilingual in Spanish/English – spoken and written

- A bachelor's or equivalent degree in communications or other relevant fields
- Ability to manage a multidisciplinary communications team
- Ability to work in a fast-paced environment and under tight deadlines
- Creative, proactive, flexible, and with a good eye for detail
- Organized, result oriented, and reliable team player

### Desired experience and competencies

- Proven experience developing and executing marketing strategies in support of fundraising campaigns
- Experience in the not-for-profit sector, preferably in environmental non-government organizations, would be an advantage
- Experience in branding, website creation, narrative development
- Experience in issues and crisis management

## **Functions and responsibilities**

### Major functions

- Define and lead high-impact marketing and communications (PR) strategies and campaigns, to support the strategic objectives of the Charles Darwin Foundation and activate through appropriate content and channels with a view to:
  - Promote CDF's work globally
  - Grow base of active supporters and donors
  - Raise awareness, understanding, and engagement on priority topics
  - Grow and nurture base of international and national media followers
- Work hand in hand with the Marketing and Communications Director, as well as relevant departments (fundraising, science, etc.) on website development, core messaging, and the crafting of compelling institutional narratives to key audiences
- Develop and implement a rigorous approach to manage content planning and production of the communications team:
  - Proactively plan and manage the annual communications calendar of activities
  - Plan and produce compelling visual and editorial content that engages and inspires while reflecting the brand values, mission, and vision
  - Organize journalist visits on the CDF campus, facilitate and accompany media trips, documentaries, etc.
  - Engage with key stakeholders and followers of CDF to create a community that thrives and feels connected to the Galapagos, CDF, and our mission
  - Liaise with relevant local authorities to align messaging and receive necessary approvals and permits for communications needs

- Set KPIs, monitor and evaluate the success of marketing and communications activities with a view to maximizing ROI

### Responsibilities

- Define marketing and communications strategy and plan to deliver against KPIs set
- Manage all communications and marketing activities, including brand development, media relations, events, media campaigns, issues management, and crisis communications,
- Plan, supervise, review, and input on campaigns and projects
- Oversee all content production:
  - Communications materials: Press releases, statements, blogs, posts
  - Annual Impact report; ad hoc institutional marketing materials such as the Atlas
  - Institutional graphic design and branding
  - Exhibition hall communications materials
  - Audiovisual and photographic content
- Support planning and execution, as well as manage communications around critical events, projects, and fundraising campaigns
  - Events: Open House (local), General Assembly, international conferences, staff meetings, fundraising events, auctions, and galas
  - Ad hoc projects and campaigns – across science and fundraising
- Monitor media sentiment, and stay attuned to the latest local, national, and global issues of relevance to CDF and its mission
  - Oversee crisis communication management
- Monitor and report on content performance, communications strategies, and campaigns
  - Set KPIs, monitor and evaluate performance on a monthly basis
  - Use online analytical tools and methods to measure and report
- Manage marketing and communication team and processes
  - Prioritize and manage day to day activities of the team
  - Develop and update policies, manuals, processes, formats, etc.
  - Monitor trends in the marketing and communications space

### **Employment Conditions**

This position reports directly to the Director of Marketing and Communications. The successful candidate will be based at the Charles Darwin Research Station in Puerto Ayora, Santa Cruz, Galapagos Islands, Ecuador.

The salary benefits package and holidays are commensurate with Charles Darwin Foundation policies and will be fixed according to the candidate's qualifications and based on a salary scale.

The working schedule for the CDF is 40 hours per week, from 07:45-12:30 and 14:00 - 17:15.

All residency papers related to the hiring process will be overseen by CDF but will require the candidate's assistance to obtain the necessary legal documents. For foreigners, a work visa must be applied for and issued by the Ecuadorian government. CDF will also oversee the processing of the residence permit for the selected candidate.

### How to apply?

If you are interested in this position, please send the following information by e-mail to [\*\*pro.seleccion@fcdarwin.org.ec\*\*](mailto:pro.seleccion@fcdarwin.org.ec) :

- Updated CV
- The names and emails of three professional references. Letters will only be requested if a candidate progresses past an initial interview.

Applicants should send all documents in one PDF file. Candidates will be objectively evaluated without discrimination by gender, nationality, religion, ethnic group, age, or sexual orientation.