Marketing and Communications Manager

Role: Marketing and Communications Manager
Type of work: Full time employment
Place of work: Puerto Ayora, Galapagos Island, Ecuador
Supervised by: Director of Marketing and Communications
Latest starting date: 12 February 2024

Introduction

The Charles Darwin Foundation for the Galapagos Islands (CDF) was the first international non-profit organization to be established in Galapagos in 1959 and has since grown into its leading science and conservation organization working alongside the Galapagos National Park. CDF’s mission, and that of its Research Station, is to tackle the greatest challenges facing the Galapagos Islands through science and conservation action, in order to safeguard one of the world’s most important natural treasures. CDF is looking for a Marketing and Communications Manager to lead its marketing and communications efforts, in support of CDF vision, mission and strategy.

Position Objective

You will coordinate 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 are a well-rounded and skilled marketer and communicator who will coordinate the activities of the team in a fast paced and dynamic environment. You will work closely with CDF’s science and conservation teams, as well as fundraising colleagues, are comfortable working in an international environment and passionate about science, conservation and the Galapagos.

Required Profile

Minimum requirements

- 3+ years of proven experience coordinating/managing a multi-disciplinary team
- 5+ years of proven experience executing marketing and communications strategies, with demonstrable results and outputs
- Proven experience managing marketing and PR activities in a not-for-profit context
  - Developing marketing campaigns (online/offline) to drive brand awareness and generate fundraising leads
  - Drive engagement through third party agreements and supporters
Engaging with local and international press, and acting as spokesperson as needed

- Proven writing skills – press releases, blogs, statements, Q&As, reports, social media, etc.
- Fully bilingual in Spanish/English – spoken and written
- A bachelor’s or equivalent degree in communications or other relevant fields
- Ability to work in fast paced and changing environment, under tight deadlines
- Creative, proactive and with a good eye for detail – not afraid to get your hands dirty
- Organized, result oriented.
- Great team player.

Desired experience and competencies

- Experience of the not-for-profit sector, preferably of environmental non-government organizations would be an advantage
- Excellent relationship and influence management skills with both internal and external stakeholders and strategic partners
- Experience in branding, narrative development
- Experience of issues and crisis management

Functions and responsibilities

Major functions

- Work hand in hand with Marketing and Communications Director on CDF’s institutional branding and in the creation of communications and marketing strategies and campaigns.
- Coordinate the team to execute high impact marketing and 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:
  - Drive brand awareness and engagement
  - Grow base of active supporters and donors – lead generation
  - Raise awareness, understanding and engagement on priority conservation topics
  - Grow and nurture base of international and national media followers
- Develop and implement a rigorous approach to manage content planning and production of the marketing and communications team:
  - Proactively plan and manage the annual marketing and communications calendar of activities
  - Oversee the production of compelling visual and editorial content for online/offline
  - Engage with third parties around punctual announcements and/or marketing activities, organize media visits on campus and coordinate documentaries
  - Liaise with relevant local authorities to align messaging and receive necessary approvals and permits for communications needs
Responsibilities

- 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: social media campaign, press releases, statements, blogs, posts
  - Annual Impact report; ad hoc institutional marketing materials and events
  - Institutional graphic design and branding
  - Exhibition hall communications materials
  - Audiovisual and photographic content
- Support planning and execution, as well as manage communications around key 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 and report on content performance, marketing and communications strategies and campaigns
  - Set KPIs, monitor and evaluate performance on a monthly basis
  - Use online analytical tools and methods to measure and report
- Coordinate marketing and communication team and processes
  - Prioritize and manage activities of the team, working hand in hand with the department Director
  - Develop and update policies, manuals, processes, formats, etc.
  - Monitor trends in the marketing and communications space
- Manage the team’s budget effectively, as well as purchasing processes and others.

Employment Conditions

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

The salary benefits package and holidays commensurate with Charles Darwin Foundation policies and will be fixed according to the qualifications of the candidate 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 managed by CDF but will require the assistance of the candidate to obtain necessary legal documents. In the case of foreigners, a work visa must be applied for and issued by the Ecuadorian government.

How to apply?

If you are interested in this position and fit the profile, please send the following information by e-mail to pro.seleccion@fcdarwin.org.ec:

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

Applicants should send all documents in one single PDF-file, which includes the CDF application forms and the required documents. Candidates will be objectively evaluated with no discrimination by gender, nationality, religion, ethnic group, age, or sexual orientation, in line with our Code of Ethics and Conduct.