

## Ad

# The Charles Darwin Foundation for the Galapagos Islands wishes to Hire a Marketing and Communications Director.

**Application deadline:** December 2021

**Start date:** February 2022

**Type of contract:** (the regulations of the Organic Law of the Special Galapagos Regime will be applied)

### Introduction

The mission of the Charles Darwin Foundation and its Research Station 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. To fulfill this purpose, the CDF seeks to incorporate into its work team a Marketing and Communications Director.

### Purpose of the position

Generate and develop strategies that position and strengthen the presence of the CDF at the national and international level with a primary and measurable focus on critical groups of stakeholders, with particular emphasis on those groups that impact the organization's fundraising capacity. Position requires close collaboration with the Development team.

### Required profile

- Postgraduate degree, at a minimum a Master's degree in careers related to Marketing, Communication, Social Communication, Journalism, Public relations.
- Management of office utilities, personnel management, knowledge of design programs, market trends.
- At least 8 years working in similar positions, preference given to those with at least 2 of these years working in Latin America.
  - Minimum 8 years leading marketing and communication teams.
  - Minimum 8 years working on institutional communication projects.
  - Minimum 3 years experience with fundraising campaigns.
  - Experience with multicultural teams.
  - Experience using web and social metrics to drive successful outcomes.
- Bilingual 100% spoken and written in Spanish and English.
- Excellent interpersonal skills. Ease of joining a multi-cultural and multi-disciplinary team.
- Ability to work in a dynamic environment that presents numerous opportunities, unforeseen events and challenges, and is characterized by limited logistical resources and geographic isolation.

- Communication
- Teamwork
- Initiative
- Adaptability
- Service Orientation
- Organization
- Leadership
- Decision making
- Work under pressure
- Fund Raising Campaigns

## Activities

1. Identify and target key stakeholder groups at the local, national, and international level such as current and future donors, conservation NGOs, the scientific community, the population of Puerto Ayora.
2. Tailor a targeted cross-platform strategy to drive strategic outcomes with each stakeholder group.
3. Prioritize and develop messaging campaigns that impact each group with a strategy associated with qualitative and quantitative outcome-driven metrics that can be assessed by ED, CDO and the Board.
4. Prepare, implement, and update the CDF communication and marketing strategy; plan and budget its execution annually.
  - a. Plan and supervise communication campaigns.
  - b. Work with CDF field scientists to generate media that effectively publicizes their projects, and the critical importance of Galapagos ecosystems and the flora and fauna that inhabit them.
  - c. Communicate and disseminate, in an engaging and effective manner, research outputs produced by CDF scientists for stakeholders and the general public.
  - d. Effectively communicate the impact of CDFs work to key audiences across multiple channels.
  - e. In partnership with the Chief Development Officer, analyze prospective donor demographics to refine and better serve target markets.
  - f. In partnership with the Chief Development Officer, develop fundraising metrics and a fundraising growth strategy for the communication platforms overseen, including social media channels.
  - g. Develop strategy and grow social networks to expand local, national and international audiences.
  - h. Track competitor's marketing strategies to measure their impact.
  - i. Track the results of marketing strategies that are being executed.
  - j. Investigate and evaluate the feasibility and profitability of new and existing CDF products, brands, or services.
  - k. Stay up-to-date with market trends and requirements to ensure that marketing strategies are aligned with the latest practices.
  - l. Supervise the institution's audiovisual and photographic production, its organization, management and archives.
  - m. Develop a strategy to increase and better leverage the media created by our scientists and conservationists.

- n. Manage foreign and national press relations.
  - o. Coordinate documentary and film projects with the relevant areas.
  - p. Ensure the proper use of the corporate identity manual in all institutional publications and products.
  - q. Plan, lead and execute the creation and design of corporate events and periodicals with a focus on multiple target groups.
  - r. Monitor, supervise and edit all institutional content posted on networks, newsletters, articles, blogs, reports, archives, and website.
  - s. Coordinate and supervise the development and integration of printed and digital promotional materials.
  - t. Develop a strategy that leverages newsletters, the website and social platforms to increase critical audiences, with a particular focus on large and small donors.
  - u. Develop an influencer strategy that allows us to amplify our messages by leveraging appropriate ambassadors for our work.
  - v. Maintain a dashboard (coordinated with Development) with key launch dates and content for campaigns.
5. Lead the Communications and Institutional Promotion teams.
  6. Socialize with clear communication to all members of the team the metrics by which they will be evaluated.
  7. Manage communication and marketing funds and allocate them to drive priority outcomes identified by institutional leadership.
  8. Provide support to other areas –
    - a. Close and coordinated work with the Chief Development Officer.
    - b. Support the Development team in terms of strategies, policies, channels, advertising, marketing, etc.
    - c. Participate in editorial committees.
    - d. Join the Institutional Promotion committee and others that help the Donation Point.
    - e. Translate executive content (confidential and public).
    - f. Advise the Executive Director on content, graphic line, public relations, corporate image and speeches.
    - g. Provide management oversight for the Van Straelen showroom, in collaboration with the Education and Communications Coordinator.
    - h. Develop a standardized ECCD tour for guests and VIPs along with associated fees.
    - i. Provide oversight for special visits and VIPs in coordination with Development and Interinstitutional Relations departments.
    - j. Support the ED in the planning and execution of various institutional events.
    - k. Issue reports to the Executive Director.
    - l. Provide services and advice to other areas of the CDF.
    - m. Develop and update policies, procedures and manuals of the area.
  9. Others related to the position.

## Conditions of Employment

The Director of Marketing and Communications will be supervised by the Executive Director of the CDF, will be based in the Office of the Charles Darwin Research Station on the island of Santa Cruz, in the Galapagos archipelago, Ecuador.

The Director of Marketing and Communications will faithfully comply with the rules, regulations, and procedures manuals of the CDF, and will also observe and strictly comply with the rules and regulations of the GNPD.

The benefits will be negotiated according to the profile of the candidate.

## How to apply

Those interested in this position should send the following information via e-mail to (pro.seleccion@fcdarwin.org.ec):

- Updated resume.
- Letter of interest, describing their skills according to the minimum requirements for this position.
- Three professional recommendation letters, including the names and email addresses of the references.
- Names and email addresses of two references that can give a personal recommendation of the candidate.

We kindly ask you to send all the necessary documents in a single PDF file. If you need additional information, contact the same e-mail.