



Terms of Reference

Communications & Marketing Coordinator

MarAlliance is an international non-profit registered in the US, Belize, Panama and Cabo Verde that aims to explore, enable and inspire positive changes for threatened marine wildlife - notably sharks and rays - their critical habitats and dependent human communities. Our remit is broad and ambitious and we work in three languages and across seven countries encompassed by three regions. In the face of declines in many populations of marine megafauna these species need a strong, effective and science-based voice to represent them to help dependent partners shape management and conservation strategies and action to reverse declines.

Position Summary

MarAlliance seeks an experienced Communications & Marketing Coordinator (CMC) who is passionate about the seas and the collaborative research and conservation of large threatened marine wildlife to build and lead our communications and marketing efforts. This position provides a unique opportunity to develop focused strategies capable of building support for conservation solutions among diverse audiences throughout several countries in three regions. Reporting to the Executive Director (ED), the CMC will oversee communications with Country, Development and Technical Coordinators and work with a range of partners to communicate emerging threats, research and conservation advances, support fundraising, and further policy solutions.

Location

The position will be remotely located within the time zones of the Americas with occasional local, regional and international travel (up to 10% travel will be required).

Specifically, the **Communications & Marketing Coordinator will be responsible for:**

- Work with the ED and Coordinators to develop and execute communications strategies that advance MarAlliance's strategic research, conservation and policy objectives;
- Conceptual development or upgrading and dissemination of MarAlliance communication materials: websites, pamphlets, posters, quarterly newsletters, outreach campaigns, booklets – all taking special care to use language that is tailored to the intended target audience;
- Responsible for content writing with a strong focus on storytelling to communicate our work.
- Management of MarAlliance's databases and website, responsible for all website revisions in all languages;
- Responsible for the design and implementation of on- and offline fundraising campaigns in line with the organization's strategic and communications goals;
- Develop and implement online strategies including the use of metrics to achieve conservation goals, including the regular use of social media, video and other emerging platforms;
- Provide coaching to program staff in their efforts to communicate effectively with the organization's membership, media, key constituencies, and the broader public;
- Creation of reports – annual and donors;

- Development and dissemination of press releases; develops and strengthens relationships with local and regional press contacts in coordination with Country Coordinators;
- Work with program staff to produce technical reports, including providing substantive feedback, editing, audience identification, and design and production oversight;
- Develop and oversee an annual Communications budget;
- Maintain high quality standards for all external communications; and
- Support the team and the Development Coordinator in the drafting of grant proposals for communications and MarAlliance projects and represent MarAlliance at events as needed.

Key Values and Competencies

- Strong analytical and listening skills: ability to promptly and accurately identify and assimilate key messages from debriefings by and interactions with colleagues and project partners, and from independent research, and to digest complex (information on) project activities, products and results;
- Strong writing, editing, and proofreading; ability to transform key messages and knowledge on project activities, products and results in highly strategic communication materials/messages optimized for the intended target public: politicians, donor & development community, governmental counterparts, private sector, civil society;
- Proven expertise using a variety of digital communications platforms (such as website CMS, social media platforms, Search Engine Marketing);
- Demonstrated creativity and innovation and a penchant for excellent storytelling;
- Ability to work both independently and as a functional team member; focus on results, and responding positively to feedback; excellent diplomacy and political sensitivity; accountability;
- Good planning and organizing skills; with ability to deliver high quality against tight deadlines; attention to detail;
- Comfortable occasionally working in remote coastal areas, in small boats, and snorkeling.
- Strong organizational skills, with attention to detail and follow-through;
- Intellectual curiosity; an innovative and entrepreneurial drive; comfort with change and ambiguity;
- Creativity, flexibility, patience, and a sense of humor; and
- Genuine passion for the mission and work of MarAlliance.

Qualifications

- A Bachelors in Communications or Marketing and at least 5-years of experience in a communications capacity for a nonprofit organization, and/or private entity required;
- Demonstrated success using a variety of communications tactics to inform, persuade and influence diverse audiences on complex subjects;
- Familiarity and expertise working with social and online media tools, including Facebook, Twitter, YouTube, Instagram and email engagement;
- Solid computer/software skills (Microsoft Office, Adobe Creative Suite, Canva, CSS, Wordpress or other CMS, Google Analytics).
- Experience producing compelling communications products and collateral, including press releases, web content, reports, video, speeches, etc.;
- Fundraising experience preferred;
- A commitment to actively work with our ED and Coordinators is required;
- **Bilingual English/Spanish or at least very strong spoken and written Spanish is a requirement.**

Assets

- Knowledge of science and marine conservation issues;
- Robust topside and underwater photography/videography skills are a key asset.
- Proficiency in Portuguese and/or French is also an asset.

The post is remotely based within the Americas time zones (GMT -4 to -8). This is a one-year full-time contract with possibility of renewal and transition to a staff position with benefits. Salary is commensurate with experience. We are an equal opportunity employer and greatly appreciate diversity.

Please submit **a single PDF** that includes your cover letter and current resume (CV) and contact information for 3 professional references to info@maralliance.org by **November 26th 2021** if you meet listed requirements (note language requirements) and wish to apply. When submitting your application via email, please title the subject line “MAR CMC_ your last name”

Please mention where you saw the job advertised in your cover letter.