



# Communications & Marketing Coordinator

## Terms of Reference (TOR)

MarAlliance is an international nonprofit organization founded in 2014 with a mission to Explore, Enable, and Inspire the protection and recovery of threatened marine wildlife through co-created science, community engagement, policy support, and capacity building.

MarAlliance works across several countries in the Caribbean and the Eastern Tropical Pacific, partnering with fishers, governments, and local organizations to advance conservation solutions that support both biodiversity and livelihoods. Through rigorous research, community collaboration, and policy engagement, MarAlliance seeks to ensure that tropical seas remain vibrant and productive for generations to come. As the organization grows, we seek an experienced, proactive, and digitally savvy Communications & Marketing Coordinator (CMC) to lead donor-centered storytelling, digital communications, and marketing initiatives that elevate MarAlliance's science, expeditions, and conservation outcomes. This role integrates science and policy communication, marketing, and digital fundraising support to translate field research and community impact into compelling narratives that build audience trust, grow donor support, and strengthen MarAlliance's impact and global profile.

## Position Summary

The CMC leads day-to-day communications across digital and offline channels, supports the development and implementation of MarAlliance's global communications strategy, and collaborates closely with program teams to shape regionally relevant communications approaches. The position is full time remote or office based in the PST to EST time zones. The CMC reports to the Executive Director or her designee and works closely with Communications Team, National and Science Coordinators, Development and Fundraising staff, and external consultants (designers, videographers, web developers), partner organizations, and community collaborators. The CMC works across the organization to integrate communications into fundraising, partnerships, expeditions, advocacy initiatives, and organizational visibility efforts. The role also guides the design and production of printed and digital materials and supports the integration of communications into all organizational initiatives.

## Core Responsibilities

### A. Strategic Communications Leadership

- Craft and implement MarAlliance's global communications strategy.
- Support region-specific communications approaches in Mexico, Belize, Honduras, and Panama and any other program locations with local communications and outreach officers.

- Ensure alignment of messaging, branding, and storytelling across all regions, programs, partners, and platforms.
- Contribute to the development of long-term visibility, advocacy, and partnership communication strategies.

## **B. Donor-Driven Storytelling & Science Interpretation**

- Translate marine science, field research, and conservation outcomes/impact into engaging, accurate, and ethical partner- and donor-centered narratives.
- Write and produce MarAlliance's Annual Reports and linked impact infographics
- Develop impact stories highlighting species, sites, and measurable conservation outcomes.
- Produce high-quality written and visual content for campaigns, newsletters, website features, blogs, and social platforms.
- Write, edit, and publish SEO-optimized web content, blog articles, and impact stories.

## **C. Digital Fundraising & Campaign Communications**

- Support design and execution of digital fundraising campaigns, appeals, adoption programs, and donor journeys.
- Draft campaign emails, landing-page copy, social media content, and stewardship materials.
- Build storytelling sequences tied to expeditions, tagging projects, and conservation milestones.
- Support donor visibility initiatives and co-branded fundraising materials with partners.

## **D. Science Communications, Design & Brand Management**

- Work with partners, scientists, and community researchers to interpret project and research outputs into accessible communications.
- Design and oversee production of digital and printed materials, including infographics, presentations, reports, toolkits, templates, and promotional materials.
- Provide guidance on layouts, visual branding, and content standards for internal teams and external contractors.
- Use Canva as a primary design platform; Adobe Creative Suite as an asset.
- Oversee and maintain photo and video archives, ensuring proper permissions, credits, and ethical use.

## **E. Digital, Media & Community Engagement**

- Manage and update website content, social media platforms, and email newsletters.
- Lead creation, design, distribution, and performance tracking of organizational newsletters (e.g., Mailchimp - Salesforce systems).
- Actively manage online communities, monitor trends, and identify collaboration and outreach opportunities.
- Manage media relationships, press coordination, external communications partnerships, and media contracts.
- Explore and develop partnerships with content creators, journalists, and influencers where appropriate.

## F. Monitoring, Systems & Quality Assurance

- Track performance using analytics tools (Google Analytics, social media insights, email marketing metrics).
- Ensure quality control, scientific accuracy, donor compliance, and ethical storytelling standards.
- Maintain communications workflows, content calendars, asset libraries, and reporting systems, **including Monday.com**.
- Prepare regular internal reports and quarterly board reports on communications and marketing performance and support the annual budgeting process with sectoral budget creation.

## G. Cross-Team Support

- Support and build the Communications and Marketing team including the hiring of communications consultants or officers.
- Support Expeditions with communications strategies, materials, updates, newsletters, announcements, and outreach tools.
- Support fundraising initiatives with donor communications, quarterly campaigns, scholarships and adoption programs.
- Assist other teams with routine, non-routine, and time-sensitive communications needs.
- Provide communications support for events, advocacy initiatives, and partnership activities.

## H. Digital & Offline Channel Management

- Oversee all digital communications platforms, including website, social media, and email systems.
- Plan, coordinate, and implement editorial and content calendars.
- Coordinate production and distribution of printed materials and offline communications products.
- Manage media partnerships and content syndication opportunities.

## Experience, Knowledge & Skills Required

- Bachelor's degree in communications, journalism, marketing, or related field, or equivalent professional experience.
- 5+ years of experience coordinating digital communications and content production.
- Proven excellent writing, editing, and copyediting skills.
- Video editing and basic multimedia production skills.
- CRM management: **must demonstrate competent use of Salesforce**
- Proven ability to communicate scientific and technical information clearly.
- **Demonstrated success in fundraising, advocacy, or awareness campaigns.**
- Experience producing SEO-optimized content and non-generative AI for strategic automation of work
- Demonstrated strong knowledge of social media platforms, email marketing, and digital storytelling.
- Demonstrated ability to manage multiple priorities, meet deadlines, and work independently.
- Conversant with a range of design skills (Canva required; Adobe Suite an asset).
- Strong interest and commitment to marine conservation and experience working in multicultural and multilingual environments.
- Experience working with conservation NGOs or international organizations.
- Spanish fluency or high-level conversation preferred; Portuguese and/or French an asset.

## Salary & Benefits

Salary range is commensurate with experience. Benefits include paid holidays, remote - **must be based in the timezones between PST and EST**, professional development opportunities, and up to 15% travel.

## How to Apply

Please submit your resume, portfolio, cover letter, and three references as a **SINGLE PDF PACKAGE** to [careers@maralliance.org](mailto:careers@maralliance.org) with "MAR-CMC\_Last Name" in the subject line **by June 24th, 2026**. No calls please. Only shortlisted candidates will be contacted.