

JOB OPPORTUNITY

Communications Coordinator GEF6

Summary

The Communications Coordinator (CC) coordinates the overall communications strategy of the GEF Oaxaca-Chiapas Sustainable Landscapes project including the development of print and electronic communications, event planning, website maintenance and social media management.

The GEF Sustainable Landscapes project is being implemented in the states of Chiapas and Oaxaca by Conservation International Mexico (CIMEX) and the National Commission of Protected Natural Areas (CONANP). This project is part of the portfolio of projects of the GEF biodiversity strategy and aims to “strengthen the conservation of biodiversity of globally significant importance in the national system of protected natural areas and biological corridors, through the integrated management of coastal landscapes, and culturally diverse landforms from Oaxaca and Chiapas (Oaxaca-Chiapas Sustainable Landscapes).”

Effective communication is a fundamental part of this project and contributes to the fulfillment of the overall project objectives. All communications must adhere strictly to the project’s identity guide to ensure the correct use of CIMEX, CONANP and GEF brand identities. This position engages audiences by developing and executing effective communications strategies and serve as liaison with CI’s Mexico Communications Manager in the design and coordination of the project’s communication strategy; production and dissemination of multimedia materials; social media content creation and management; website content update; event planning and editing, with occasional Spanish-English translation of materials, as required.

The CC will outsource some outside support for graphic design, printing, English editing and translation, and content production (radio, video, or other), but is expected to create content in-house as well. The CC will serve as community manager for the Activity on social media and will ensure that project’s brand is well positioned with our audiences and maintain day-to-day engagement with them. The CC will support the development of collateral materials for field staff activities and trainings and ensure brand positioning in all the activities the project undertakes (including brochures, newsletters, publications, PPT, website, or other), and provides a coordination role in meetings, documents, events, or other activities.

The CC works with the communications manager in Mexico and HQ to develop content and materials about the project’s impact and progress through a variety of materials. In addition, innovative training materials will be developed (beyond print, podcasts, short videos, Tik Toks, among others) aimed towards small-scale producers in the landscapes.

Duties are performed under supervision of the GEF Project Director and in close coordination with the Communications Manager of CI Mexico.

Conservation International Mexico has a strong commitment to inclusion, diversity, and equal opportunity employment of minorities, females, and individuals with disabilities. People of all backgrounds are welcome to participate.

Responsibilities

STRATEGY DEVELOPMENT AND IMPLEMENTATION

- In close coordination with the GEF Project Director and Communications Manager, implement and improve upon the existing communications strategy to maximize the project's visibility in target audiences and tell our story of the work in the project landscapes, including the investments needed to boost our posts.
- Coordinate with the Communications Manager and CONANP Communications Department to ensure the materials produced follows the project's identity guidelines prior to publication and/or printing.
- Proofread and style correction of publications, presentations, project reports to donors and other in support to the team.
- Translate communication materials between English and Spanish, as needed.
- Act as community manager for the content related to the GEF project on CI Mexico's social media.
- Identify co-branding and social media marketing opportunities.
- Work in coordination with the Sustainable Landscapes Ventures (SLV) project staff, in particular the SLV Communications Coordinator and the Communications Manager, to effectively communicate activities implemented by both projects.

DEVELOPMENT OF MULTI-MEDIA MATERIALS

- Develop content and design multi-media materials (mainly for social media, website, print or digital materials, presentations, newsletters, etc.) for project positioning, storytelling, presentation, and for disseminating our work.
- Design and maintain a social media content calendar, researching and staying on top of social media trends
- Supervise in coordination with the Communications Manager the day-to-day work and deliverables of outsourced suppliers for multi-media materials (pro bono, retainer and/or project by project).
- Produce content and edit case studies or summaries of our work in the field in coordination with the field staff to help disseminate our work in social media and other outlets.
- Support the GEF Project Director and project staff, in coordination with the Communications materials to inform of the progress made and results achieved to the donor.

TRAINING & EDUCATIONAL MATERIALS

- Support the development of manuals and other training and education materials with innovative formats that can be outsourced (including podcasts, Tik Tok, videos, GIFs, comics, and other), that will increase the learning experience of small-scale producers.

OPERATIONAL EXCELENCE AND INTERINSTITUTIONAL COORDINATION

- Participates in weekly and monthly GEF Project and CI Mexico staff meetings, relevant trainings, and onboarding.
- Participates in CI's regional and global communications meetings and trainings.
- Reviews CI policies and brand guide and complies with it fully
- Completes timesheets daily and submits for approval to its supervisor twice a month.

- Follows all procurement policies and procedures for outsourcing services

Requirements

- A bachelor's in communications, marketing or similar degree is required.
- 3 years or more of relevant work experience in communications
- 1 year or more of experience in social media management and campaigns.
- Excel in storytelling skills.
- Strong power point and graphic design software skills (Adobe Creative Suite)
- Innovation to help position brands.
- Good photographer and videographer.
- Strong written and oral communication in Spanish and English.
- Effective interpersonal skills, including diplomacy and tact, the ability to listen, and the ability to build strong relationships with donors, partners, media, and all levels of staff.

Preferred

- Understanding of conservation, biodiversity, and climate change issues is preferred.
- Familiarity with the development world like poverty alleviation and sustainable production in rural areas.
- Experience communicating results of projects funded by institutional donors, foundations, and corporations.

Working Conditions

- Typical office environment.
- Flexibility in work schedule to accommodate time difference with HQ and field programs may be necessary.
- Frequent travel of 20% of the time to field projects, partner's meetings and workshops will be required

Application Process

Candidates who meet the requirements, please send your CV with relevant experience to:

Email: dvallejo@conservation.org

Subject: "Gef6 Communications Coordinator"

Deadline to apply: October 12th, 2021