



JOB OPPORTUNITY

SLV/USAID Communications Coordinator

Summary

The Communications Coordinator (CC) coordinates the overall communications strategy of the Sustainable Landscapes Ventures (SLV) Activity including print and electronic communications creation, content marketing, event planning, website maintenance and social media management.

Since this is a USAID funded project, all communications must adhere strictly to the SLV Branding and Marking strategy and the USAID co-branding manual to ensure the correct use of the USAID and SLV branding and marking plan, as well as Conservation International's and partners' brand identities. This position engages audiences by developing and executing effective communications strategies and serves as liaison with CI's Mexico Communications Manager in the design and coordination of the Activity's communication strategy; production and dissemination of multimedia materials; social media content creation and management; website content update; event planning and editing, with frequent translation Spanish-English needed.

The CC will outsource some outside support for graphic design, printing, English editing and translation, and content production (radio, video, or other). The CC will serve as community manager for the Activity on social media and will ensure that SLV 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 SLV Activity undertakes (including brochures, 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 SLV activities, specifically regarding the Blended Finance Engine (BFE) to potential investors and buyers in order to cultivate them into becoming active contributors and valuable partners to SLV. In addition, innovative training materials will be developed (beyond print, podcasts, short videos, Tik Toks, among others) aimed towards small-scale producers that are part of the Collective Business Entities (CBEs).

Duties are performed under supervision of the Senior Activity Lead 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

- Implement the branding and marking strategy for the SLV Activity approved by USAID.
- Design and implement an effective communications strategy to maximize SLV's visibility in target audiences and tell our story of the work in the four project landscapes.
- In close coordination with the Senior Activity Lead and Communications Manager, put in place the SLV's communications plan including the investments needed to boost our posts.
- 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 SLV activity.
- Identify co-branding and marketing social media opportunities.

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 activity 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 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 and Activity Lead to help disseminate our work in social media and other outlets.
- Support the Senior Activity Lead and project staff in developing effective presentations (PPT), infographics, technical reports, and other communications materials to inform of Activity 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 in the creation of the CBEs and/or on the onboarding process of investors and buyers in the BFE.

OPERATIONAL EXCELENCE AND INTERINSTITUTIONAL COORDINATION

- Participates in weekly and monthly SLV 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.
- 5 years or more of relevant work experience in communications
- 3 years 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, sustainable production in rural areas, entrepreneurship, SME development.
- 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: "SLV/USAID Communications Coordinator"

Deadline to apply: August 10th, 2021