

CONSERVATION INTERNATIONAL

JOB DESCRIPTION

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| **Position Title:** | **Communications & Knowledge Manager** | | | | | |
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| **Program and Division:** | **Ecuador** | |  | | **Americas Field Division** | |
| Department/Program Name | | Division Name | |
| **Supervisor 1:** | | **Giovanni Ginatta** | |  | **GCF Project Director** | |
| Supervisor Name | |  | Supervisor Title | |
| **Supervisor 2:** | | **María Belén Vallejo** | |  | **CI-Ecuador Communications Manager** | |
| Supervisor Name | | Supervisor Title | |
| **Employment Type:** | | X Regular  Fixed Term (6 months or less)  Other (Specify) | |  | **Scheduled Hours:** | X Full Time  Part Time 80%  Part time 60%  Other (Specify) |
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| **Reason for Job Description:** | | X New Position  Revise Open Position  Updated duties\*  Update Employee File | |  | **Position Location:** | Guayaquil |

*\* HR determines if updated duties qualify for salary adjustment*

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| **Summary:** |
| The ***Mangroves for climate*** project, funded by the Green Climate Fund (GCF), aims to enhance a collaborative approach for mangrove conservation in Ecuador, focusing on four estuaries: Cayapas-Mataje, Muisne, Gulf of Guayaquil, and Jambelí Archipelago. By partnering with the public and private sectors and local communities, the project seeks to combat mangrove loss, reduce greenhouse gas emissions by approximately 4.6 million tons of CO2 equivalent, and empower 41,500 residents, while also providing flood protection for 3,465 individuals. Over six years, targeted activities will foster lasting climate impacts.  The Communications and Knowledge Management Manager will be responsible for developing and executing a comprehensive communication and knowledge management strategy, ensuring effective project positioning, visibility, and knowledge dissemination. This role involves close coordination with CI-Ecuador’s Communications Manager to align messaging with GCF and Conservation International (CI) guidelines.  Participating in field activities, the Manager will gain insights into the conditions of intervention areas, identify key stakeholders, impactful stories, and document project efforts through communication products that highlight the project’s impact. Field presence will strengthen institutional and communitarian relationships and facilitate joint material dissemination with local partners.  In knowledge management, the Manager will systematize project information, document lessons learned, and share accomplishments via reports, communication materials, events, and workshops. He/she will also cover events, identify field stories, and disseminate project highlights through articles, videos, publications, and social media content that align with communication priorities including internal and external audiences.  Additionally, the Manager will support organizational communications by developing campaigns, events, and content for the website and social media to enhance both CI and the project’s visibility.  This position reports primarily to the Project Director with a secondary reporting line to the Communications Manager at CI-Ecuador. The role involves close collaboration with the technical team and the communications focal point at the Ministry of Environment, Water, and Ecological Transition, as well as external agents such as consultants and allied organizations, to ensure effective communication coordination. |

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| **Key Responsibilities:** | |
| **Specific duties and responsibilities:** | **Percentage of time** |
| * Design and lead the implementation of a communication and knowledge management strategy and protocol for the project ensuring a participatory process and considering the project’s targets and key stakeholders. * The budget execution and administrative processes according to the communications strategy and annual planning considering the projects activities and communications needs. * Identify and develop compelling stories from the field, showcasing the project's impact on mangrove conservation and the lives of local communities. This includes developing various communication materials, such as press releases, factsheets, blog posts, social media content, and success stories, for both internal and external audiences. * Manage digital communications including CI website (or project website if necessary) and keep the platform regularly updated. * Gather and systematize information to prepare reports and outreach materials on the project's progress and results. * Participate in events, workshops, and other activities, documenting with photos and/or video, preparing news articles and social media content for dissemination. * Design materials to support the project’s events, such as invitations, informative brochures, banners, etc. * Manage public relations by proactively engaging with media outlets to raise awareness of the project's achievements and promote mangrove conservation. This includes coordinating interviews, developing press kits, and maintaining regular contact with journalists and other media professionals. * Collaborate with the Communications focal point at the Ministry of Environment, Water and Ecological Transition to ensure a close coordination and engagement in the communication activities. * Contribute to the creation of an internal repository for storing key documents and project publications to ensure proper management of project information and main learnings for the continuity of long-term efforts. * Document lessons learned, achievements, and key indicators, and prepare communication materials to share the project's experiences. | 85% |
| **Additional responsibilities**   * Support CI Global and CI-Ecuador communications including campaigns, public relations, events, videos, material design, website and social media content. * Support engagement activities with stakeholders and partners. * Participate in events and workshops with CI Global and national team. | 15% |
|  | 100 % |
| **People and resource management responsibilities**   * No direct supervision of staff. | |

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| **Education, experience, skills and abilities:**  *The requirements listed below are representative of the minimum level of knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.* |
| **Required** *(critical to successful job performance. Applicants not meeting required skills may not be hired)*  **Education:**   * Bachelor’s degree in communications, marketing, journalism, public relations, or a related field. * (Preferred) master’s degree in strategic communications, knowledge management or a relevant field.   **Experience**   * Minimum 5 years of professional experience in communications, knowledge management, or a related field. * Proven experience in designing, implementing and monitoring communication and knowledge-sharing strategies. * Strong background in public relations or organizational communication. * Experience coordinating cross-functional teams and managing multiple stakeholders with varying perspectives. * Experience in digital communications including graphic design, video/photo production, video storytelling and social media management. * Excellent writing, analytical, and systematization skills. * Budget management skills. * Solid track record in content creation, including writing, editing, and knowledge synthesis. * Good knowledge of Adobe Suite design programs: InDesign, Illustrator, Photoshop, Adobe Premiere. * Proficiency in English. * (Preferred) previous experience in conservation, sustainability or development projects or initiatives.   **ADDITIONAL QUALIFICATIONS**   * Previous experience in Communication and Knowledge Management roles. * Experience in video editing and multimedia production (including drone operation) is desirable |

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| **Working conditions:** *The environment in which the job is performed, especially any unique conditions outside a normal office environment. Describe all physical functions that are essential to the success of the position, such as scuba diving, driving, heavy lifting. Indicate how much domestic and international travel is required.* |
| * The position is based in Guayaquil with frequent travel to the project areas within Ecuador * Comfortable working outdoors for extended periods. * Ability to work extended work hours to meet project deadlines. * Some international travel may be required. |

**Approval/Acceptance of Job Description**

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| **Acceptance/Approval of Job Description** | | | |
|  | Name (please print) | Signature | Date |
| Employee |  |  |  |
| Manager |  |  |  |
| Division Head |  |  |  |
| Human Resources |  |  |  |