



1400 Maiden Lane
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www.natureandculture.org

Position Title: Director of Marketing and Communications

Position Type: Full-time, permanent

Salary Range: \$80,000 - \$95,000 annually, depending on qualifications

Benefits: Health and dental insurance, retirement match (after waiting period) up to 3% of salary

Location: San Diego or willingness / ability to travel there periodically

To apply, please submit Letter of Interest, Resume, Professional References. In your LOI, please include a short statement about your experiences and perspective on diversity and inclusion and how they will inform your role as Director of Marketing and Communications. Email all materials to Lauren Alvarez (OfficeAdmin@natureandculture.org).

Position Summary

Nature and Culture International (Nature and Culture), an international conservation NGO, seeks a full-time **Director of Marketing and Communications**. Some have called Nature and Culture “the best kept secret in conservation.” That is due in large part to one of our core values – careful stewardship of funds and efficiency in getting them to the field, where the magic happens. Yet we also know that we could do even more good for the planet and its inhabitants if more people knew about us. Hence, we seek someone to help raise our profile as one of Latin America’s premier conservation organizations, grow our donor base, and oversee our communications with partners, supporters, and beneficiaries to amplify our impact. We want someone who is as passionate as we are about our mission to conserve biological and cultural diversity in Latin America and who conveys that passion authentically.

Nature and Culture International – About Us

At Nature and Culture International, we work in close and collaborative partnership with rural and indigenous communities to conserve diverse and fragile ecosystems and develop and support sustainable ways of life. For 24 years, we have successfully implemented a locally-based conservation model resulting in the legal protection of more than 21 million acres of the most biodiverse ecosystems in Latin America. In the process, we have helped save thousands of irreplaceable plant and animal species, mitigate climate change through carbon storage and sequestration, and secure clean water and other benefits for hundreds of thousands of people. We have also increased the income of 300 local and indigenous communities through sustainable development activities.

Nature and Culture has 70 program staff in nine offices in Ecuador, Peru, and Mexico with additional projects in Bolivia, Colombia, and Brazil through partner organizations. A small international team handles accounting and administration, development, marketing and communications. They are located in Ecuador, Mexico, Peru, and the United States (mainly at our US headquarters in San Diego).

Since its founding, Nature and Culture has prided itself on its nimble and effective work and entrepreneurial spirit, ushering funds from generous donors, primarily in the US, to protect irreplaceable natural areas in Latin America. Nature and Culture’s philosophy during its first 24 years has been to keep overhead as low as practical to maximize work in the field, racing against the tide of deforestation and habitat destruction.



“I believe Nature and Culture will be remembered in history as one of the few organizations who did the right thing, on the right scale, in the right place and in time.”

-E.O. Wilson, Pulitzer Prize Winning Biologist





Your Position with Us

As Director of Marketing and Communications, you will be responsible for planning, development, and tactical execution of Nature and Culture's marketing strategies, marketing communications, and public relations activities. You will oversee growth and positioning of Nature and Culture's brand, and development of / editorial oversight over all marketing-related collateral material, publications, and assets (annual impact report, fact sheets, newsletters, brochures, presentations, social media content etc).

You will develop and oversee the annual marketing and communications budget, develop and implement annual marketing & communications plans, supervise marketing & communications staff (currently two), and hire and oversee vendors. You will report directly to the CEO and work collaboratively, in strategic and tactical coordination, with the Director of Individual Giving as well as other development and program staff.

Your top goals and performance indicators will be: 1. Brand positioning & recognition; 2. # of new donor leads and acquisitions as measured in the CRM system; 3. Engagement of external and internal audiences. You will help develop and track appropriate metrics for brand positioning and audience engagement.

Responsibilities and Duties

- Position and grow Nature and Culture's brand so that the organization is broadly recognized as a conservation leader among wider and more diverse audiences than currently reached. Tools will include website, social media, print advertising, brand partnerships, PR / earned media, guest blogs, and speaking engagements or interviews with CEO, board, and senior staff, including yourself.
- In consultation with development and program staff, develop and execute marketing & communications strategies and annual plans / communication calendar to engage and connect with current audiences, external and internal, and expand our reach to new audiences. Leverage audience insights to refine marketing and communications strategies, storytelling and content.
- With support from development staff, develop and execute plans to acquire new donors and leads via direct marketing campaigns, PR and earned media and other avenues. Qualified leads will be delivered to the Director of Individual Giving. In turn, assist development staff with existing donor engagement & retention via effective storytelling and other communications.
- Lead all brand marketing efforts across all channels, print and digital.
- Ensure all areas of the organization are aligned in terms of brand identity and marketing and communications strategies.
- Create speaking and interview opportunities for CEO, other senior staff, and board members, particularly on topics and in arenas where Nature and Culture can effectively share its experiences, leverage its expertise and extend its impact. Topics include: subnational protected area creation, subnational REDD+ plans, national and bi-national conservation corridors, water funds and other sustainable conservation financing.
- Work with Latin American Communications Coordinator and program staff in effective outreach to and recognition of government, civil society and indigenous entities, beneficiary communities, and the general public to foster effective partnerships and build political and public will for new protected areas creation & financing of existing protected areas.





- Develop, track and regularly report on meaningful metrics and milestones to CEO and board to ensure progress toward and attainment of marketing goals (with willingness and ability to recommend course corrections if needed).
- Supervise all marketing / communications staff. Hire and supervise marketing and communications vendors.
- Ensure that appropriate systems, processes and staffing structures are in place to effectively support marketing and communications. Make recommendations when and where improvements could be made.
- Develop and oversee marketing and communications budgets.
- Oversee all marketing and communications related platforms

Personal Qualities

- Passionate and knowledgeable about conservation and other environmental issues.
- Able to work effectively in lead and supporting roles, both independently and collaboratively, as part of a close-knit team.
- Organized and conscientious with ability to prioritize effectively, juggle multiple responsibilities, and meet deadlines.
- Self-motivated and entrepreneurial.
- Committed to fostering an environment of trust, transparency and mutual respect.
- Appreciative of and sensitive to a diverse environment, inclusive of staff, donors and partners from many socio-cultural, economic, ideological, racial and ethnic backgrounds.

Minimum Qualifications

- Bachelor's degree and at least five years related experience.
- Effective leadership, supervisory / mentoring, and management skills.
- Strong relationships (or ability to initiate and cultivate them) with traditional media, blogs, influencers etc. Skills in writing press releases and securing earned media.
- Excellent storyteller with strong public speaking skills. Able to serve as organizational spokesperson.
- Familiarity with the Adobe Creative Suite of production software.
- Familiarity with video editing and using video as a storytelling medium.
- Willing to experiment with new and innovative marketing techniques, data-driven, able to identify, develop, and track meaningful metrics and adjust strategy based on data & audience insights.
- Excellent analytical and strategic thinking skills with ability to develop long-term plans, set objectives, and track and report on progress towards achieving them.
- Able to participate professionally in board meetings, lead marketing committees / work groups, and interact effectively with individual board members in one-on-one and small group setting.
- Travel up to 15% of time, including to Latin America, with occasional late evenings and weekends.

Desired Qualifications

- Experience coordinating with a geographically dispersed team.
- Proficiency in Spanish.
- Experience working in Latin America or other culturally diverse settings.
- Experience in planning and delivering budgetary responsibilities.





- Experience with CRMs and other marketing tools and platforms.

Nature and Culture's Values

Our values are important to us. They are core to who we are and we strive to live them in everything that we do.

- **Bottom-up.** We pursue conservation that is locally driven, primarily by indigenous and rural communities and subnational governments whom we treat as partners and equals. This means a commitment to active listening. It means promoting a staff culture where everyone (junior and senior staff alike) has a voice.
- **Funds to the field.** We recognize that robust marketing and development, administration, and financial management are key to our success, and we are committed to careful stewardship of funds and efficiency with a small international team. We strive always to direct the lion's share of funds to the field where the magic happens.
- **Commitment.** Design and implement programs with the long-term in mind to ensure lasting conservation outcomes.
- Stay **agile, innovative and entrepreneurial**, adapting effectively to challenges and seizing new opportunities as they arise.
- **Diversity and inclusivity.** Include diverse communities and cultures as equal partners in every aspect of our work. Encourage and celebrate diversity among our staff.
- **Adapt and share.** Learn from our successes and mistakes and share this learning with others. Remain humble and open-minded to learn from others.

Nature and Culture International provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

We value diversity and seek actively to build an inclusive applicant pool and pursue a thoughtful hiring process, including a diverse hiring committee, carefully designed interview questions and mindfulness about unconscious biases.

