



1400 Maiden Lane  
Del Mar, CA 92014  
858-259-0374  
[www.natureandculture.org](http://www.natureandculture.org)

## **JOB**

Marketing and Communications Specialist

### **Position Summary**

Nature and Culture International (Nature and Culture), an international conservation NGO, seeks a full-time Marketing and Communications Specialist.

In our 25 years, we have protected **22 million acres** across **7 ecoregions**, supporting **300 indigenous communities** and sequestering **3.4 billion tons** of carbon. Our mission is to continue to conserve biologically diverse landscapes in Latin America, in concert with local cultures, for the well-being of the planet.

We are looking for someone who is passionate about our mission and who conveys that passion authentically through various forms of digital and print communication and outreach. An avid writer/storyteller with a keen understanding of conservation and an eye for detail is needed in this role.

This position will report to the Director of Marketing and Communications, will work closely with the Director of Individual Giving, and will interface with several staff members in Latin America to help identify and curate stories “from the field.”

As a Marketing and Communications Specialist, about half of your time will be devoted to growing our social audiences and fine-tuning our content to engage existing donors. You will be responsible for overseeing our communications on our US social channels (currently Facebook, Instagram, Twitter, and LinkedIn.) The rest of your time will be spent developing marketing materials, donor communication presentations, outreach via our blog and PR channels, and helping to keep the website up to date. This role will need to understand basic design and video principles to help create various collateral/assets, such as: annual impact report, fact sheets, case studies, newsletters, brochures, presentations, social media content, etc.

### **Responsibilities and Duties**

- Social channel management
  - In consultation with Director of Marketing and Communications, develop and execute a social media communications calendar to engage and connect with current audiences, and expand our reach to new audiences.
  - Regularly solicit donations through online platforms by sharing compelling content that motivates donations.
  - Engage regularly with comments, messages, likes, sharing more information/blog articles from our website when appropriate.
  - Leverage audience analytics and insights to refine marketing and communications strategies, storytelling and content for each platform.

- Edit and sometimes translate Spanish language video/written content from the field as appropriate for our US audiences.
- Actively seek opportunities for earned or cross promotion opportunities to expand our audiences.
- Stay apprised of trending topics and best practices for each social channel to optimize for each audience.
- Marketing/Communications support functions
  - Working closely with Director of Marketing and Communications and Director of Individual giving, develop content for major campaigns (2 per year) and mini campaigns (~1 per month)
  - Assist in the creation of the bi-annual newsletter, the donor impact report, project case studies, PowerPoint and other presentation materials.
  - Develop compelling blog content that utilizes best SEO practices
  - Draft and submit press releases to various news outlets
  - Keep content on our webpages up to date as we reach new milestones and focus in on new projects.
  - Assist in event/virtual event preparation
  - Keep our current newsletter audience engaged with new content in our bi-monthly newsletter e-blasts.
  - Utilize analytics to optimize communications like the newsletter e-blasts, campaigns, blog, website, etc.
  - Work with Latin American Communications Coordinator to identify new stories and compelling content from the front lines of our work.

### **Personal Qualities**

- Passionate and knowledgeable about conservation and other environmental issues.
- Able to work effectively 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 in an often-changing environment.
- Ability to develop logical solutions to problems, to demonstrate flexibility, and compromise.
- 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 two years of established proficiency in social media/communications.
- Strong relationships (or ability to initiate and cultivate them) with traditional media, blogs, and influencers
- Excellent storyteller, with ability to convey complex scientific content to lay audiences in a compelling way.
- Thorough knowledge of English grammar, spelling, and punctuation; be able to communicate clearly orally and in writing; and be highly organized and detail oriented.

- Familiarity with the Adobe Creative Suite – specifically InDesign, Premiere, Illustrator, Photoshop
- Basic design skills and ability to design with in brand guidelines.
- Familiarity with video editing and using video as a storytelling medium.
- Experience building and editing content in a WordPress environment.
- Excellent analytical skills with ability to develop plans, set objectives, and track and report on progress towards achieving them.
- Travel up to 15% of time, including to Latin America, with occasional late evenings and weekends.

### Desired Qualifications

- Experience fundraising in the nonprofit sector.
- Experience coordinating with a geographically dispersed team.
- Proficiency in Spanish.
- Experience working in Latin America or other culturally diverse settings.
- Experience with CRMs and other marketing tools and platforms.
- Video/photo experience a plus.
- Mac operating system experience.

### Details at a Glance

**Location:** San Diego preferred, but West Coast (PST) remote work possible

**Office Location:** 1400 Maiden Lane, Del Mar, CA 92014

**Position type:** Full Time, Monday – Friday 9 – 5PM

**Salary:** Commensurate with experience

**Position start date:** October/November 2021

**Education:** 4-Year Degree Required

**Benefits:** Health and dental insurance, retirement match up to 3% of salary (after waiting period), and paid vacation, personal leave, and flexible holidays.

### How to Apply

To apply, submit letter of interest, resume, and professional references to [DoGood@natureandculture.org](mailto:DoGood@natureandculture.org). Please include any content, direct links, or a portfolio that highlights your ability to create compelling content and demonstrates your writing style. In your letter of interest please include your desired salary range, when you would be available to start, your connection to our mission, and why you feel you would be a good fit for this position.

“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

