Job Description/ Terms of Reference: Communications Associate

Organization
Amazon Conservation’s mission is to unite science, innovation, and community to protect the western Amazon—the greatest wild forest on Earth.

As conservation pioneers since 1999, we have used science to guide our multi-pronged approach to environmental conservation and restoration in the western Amazon. Our founding program provided support for Brazil nut harvesters in Peru, as an incentive for protecting the forest. Since then, the organization has grown to protect over 8.3 million acres of rainforest, establish Peru’s first conservation concession, host thousands of scientists and tourists at our three premier research stations, empower indigenous communities to develop forest-friendly livelihoods, and so much more. Our on-the-ground efforts are geographically focused in the headwaters of the Amazon basin, where the Amazon forest meets the Andes mountain range in southeastern Peru and northern Bolivia.

For more information, please visit www.amazonconservation.org.

Position Overview
We are currently seeking an organized, dynamic, and detail-oriented professional to serve as a Communications Associate within Amazon Conservation’s growing DC team.

Reporting to the Communications and Development Manager, this position will help leverage Amazon Conservation’s work to a wide variety of audiences by developing effective and well-written communications materials, extending the organization’s reach, influence, and impact. The position will also support basic development and fundraising operations in the organization.

Responsibilities
Communications Support and Content Management (80%)

- Writing: Write, edit, and proofread print and digital content, including but not limited to website content, blog posts, reports, fact sheets, program overviews, donor reports, brochures, annual reports, and media materials. Manage the distribution of all materials across appropriate channels and platforms internally and externally.

- Website/Social Media: Help lead content strategy and engagement for Amazon Conservation’s website and social media channels (Facebook, Twitter, Instagram, Youtube, and LinkedIn). Develop and implement editorial calendar on Monday.com; post and update content on amazonconservation.org; coordinate multi-country postings on sister organization’s website (acca.org.pe and conservacionamazonica.bo) and track and report on analytics on traffic, engagement, referrals, popular content, etc.

- Manage and organize the organization’s collaterals, including image and video galleries (Flickr), dropbox, and google drives.
Media: Build and maintain press lists, monitor and compile weekly press clips.

Paid Advertising/Marketing: Contribute to strategic planning for paid campaigns to improve engagement, improve SEO results, drive web traffic, and promote programs to target audiences. Create content for advertising and marketing campaigns.

Project Management: Develop and implement editorial calendars for web and social media content. Oversee vendors and consultants, including communications agencies, digital consultants, website developers, photographers, videographers, and others. Coordinate content acquisition, translation, and distribution with sister organizations.

Creative Development and Technical Tasks: Create graphics for print, web, and social media.

Oversee the organization’s branding guidelines (logo, color, fonts, style, and messaging).

Development Support (20%)

- Develop project updates, proposals, and reports to be used for cultivation and stewardship of donors and prospects.
- Support the organization’s 20th-anniversary fundraising campaign through material creation, list management, and event management.
- Support data entry and list management in Mailchimp and Salesforce.
- Support fundraising appeal efforts, including developing and publishing content across all channels during appeal season, processing donor acknowledgments and requests, and managing mailings.

Required Qualifications

- Bachelor’s Degree in Communications, Journalism, English or related field
- 2-5 years of relevant experience (internships can be counted towards this requirement);
- Superior written communications and storytelling skills;
- Ability to edit and rewrite technical documents to convey complex ideas in a clear and direct style while preserving intricacies of complex content;
- Possesses full command of English grammar, punctuation, technical terminology, style, and usage. Understands varying language requirements and nuances pitched at a variety of audiences that range from the lay to the technical and professional;
- Strong understanding of digital media such as websites, blogs, social media, and collaborative spaces. Previous experience in building and maintaining websites on supported content management systems a plus;
- Strong basic computer skills; proven ability to use standard technology packages, i.e. Word, PowerPoint, Excel and Adobe CC suite (Illustrator, Photoshop, InDesign, etc.);
- Self-motivated with strong organizational skills, problem-solver, and high accountability;
- Professional proficiency in written and spoken English and Spanish.

Preferred Qualifications

- Previous experience managing databases;
- Strong project management skills and ability to handle multiple projects simultaneously;
- Previous experience working in a nonprofit environment;
- Graphic design experience including image and video editing a plus;
- Interest in environmental protection and Latin America a plus.
Salary commensurable with experience. Amazon Conservation offers a competitive benefits package that includes employer-paid medical, dental, vision, short- and long-term disability, as well as a matching pension plan, and 25 vacation days. EOE

Application Guidelines

Email your resume, cover letter, 2 writing samples, and a list of 3 references to applications@amazonconservation.org with the subject line “Communications Associate Application.” Applications without all required materials will not be reviewed.

We regret that due to the high volume of applications we are unable to acknowledge every application. No phone calls, please.

Applications will be reviewed on a rolling basis and are accepted through February 29, 2020.