



1012 14th St NW, Suite 625, Washington, DC 20005

T: 202 234 2356 | F: 202 234 2358

info@amazonconservation.org

Communications Associate

Job Description: May 2022

Organization

Amazon Conservation's mission is to unite science, innovation, and community to protect the 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 9.1 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. We have recently expanded our real-time satellite monitoring work to Ecuador, Colombia, and Brazil through local partnerships.

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 Philanthropy and Communications Director, 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.

Responsibilities

Communications Support and Content Management (90%)

- Graphic Design and writing: Design, write, edit, and proofread print and digital content, including but not limited to website content, blog posts, monthly email newsletter, annual and donor reports, presentation design, fact sheets, program overviews, brochures,, 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 ClickUp; post and update content on amazonconservation.org and partner websites (MAAP and Amazon Journeys) as needed; coordinate multi-country postings on sister organizations' websites (acca.org.pe and conservacionamazonica.bo), and track and report on analytics on traffic, engagement, referrals, popular content, etc.
- Project Management: Oversee vendors and consultants, including communications agencies, digital consultants, website developers, photographers, videographers, and others. Coordinate content acquisition, translation, and distribution with sister organizations and partners.
- Media: Build and maintain press lists, monitor and compile monthly press clips.

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- Oversee and enforce the organization's branding guidelines (logo, color, fonts, style, and messaging).
- Paid Advertising/Marketing: Contribute to strategic planning and content creation for paid campaigns to improve engagement, improve SEO results, drive web traffic, and promote programs to target audiences.

Development Support (10%)

- Support the development of project updates, proposals, and reports to be used for the cultivation and stewardship of donors and prospects.
- Support data entry and list management in Mailchimp.
- Support fundraising appeal efforts, including providing graphic design and publishing content across all channels during appeal season, and supporting mailings.

Required Qualifications

- Bachelor's Degree in Communications, Journalism, English, or related field;
- 2-4 years of relevant experience (internships can be counted towards this requirement);
- Superior graphic design skills and knowledge of the Adobe Suite (Illustrator, InDesign, and Photoshop);
- Superior written communications and storytelling skills;
- Moderate to high knowledge of email marketing platforms (Mailchimp or similar), and in designing emails and managing/segmenting audiences;
- Strong understanding of digital media such as websites, blogs, social media, and collaborative spaces;
- Strong understanding of basic web programming (HTML, CSS);
- Previous experience in building webpages and maintaining websites using Wordpress content management systems, as well as mobile user experience testing;
- Ability to edit and rewrite technical documents to convey complex ideas in a clear and direct style while preserving intricacies of complex content;
- Strong basic computer skills; proven ability to use standard technology packages, i.e. Word, PowerPoint, Excel as well as the full Google Suite (Google docs, Google slides)
- Strong project management skills and ability to handle multiple projects simultaneously;
- Possess 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;
- Self-motivated with strong organizational skills, problem-solver, and high accountability;
- Professional proficiency in written and spoken English and Spanish.

Preferred Qualifications

- Previous experience working with managing social media accounts and email marketing software;
- Video editing skills a plus;
- Previous experience working in a nonprofit environment;
- Interest and/or previous experience in environmental conservation and Latin America a plus.

Salary commensurate 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. Some international travel will be required. EOE

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Please note that due to the current COVID-19 pandemic Amazon Conservation's staff has been working remotely and recently did a soft opening of our offices. This position will remain a hybrid position and the candidate must still be located in the DMV area (Washington, DC - Maryland - Virginia) to access our DC office 1-3 times a week for meetings and events.

Application Guidelines

Email your resume, cover letter, 2 short 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.

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