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## Communications and Marketing Specialist Job Description

### Organizational Background

Amazon Conservation Association (also known as Amazon Conservation) is a nonprofit organization based in Washington, D.C., USA, with partners across the Amazon Basin. Amazon Conservation's mission is to unite science, innovation, and people to protect the Amazon—the greatest wild forest on Earth. As conservation pioneers since 1999, our holistic approach focuses on three strategic areas: protecting wild places, empowering people, and putting science and technology to work. Our on-the-ground work, carried out through our sister organizations Conservación Amazónica-ACCA in Peru and Conservación Amazónica-ACEAA in Bolivia, are geographically focused in the headwaters of the Amazon basin. From this base, we incubate solutions that we scale through building partnerships across the region, including in Ecuador, Colombia, Brazil, and Venezuela, where we have been strengthening coverage of our real-time monitoring efforts to combat illegal deforestation through our flagship Monitoring of the Andes Amazon Program (MAAP).

To date, our most significant efforts:

- Helped establish and support the protection and management of more than 10.5 million acres of conservation areas in Peru and Bolivia.
- Support local communities in building a forest-based bioeconomy in the southwestern Amazon through the sustainable production of açaí, Brazil nuts, and other products.
- Support indigenous groups, communities, governments, and local NGOs to combat illegal deforestation through real-time monitoring and defense strategies that employ the latest in technology.
- Provide cutting-edge analyses on deforestation, fires, and climate change across 100% of the Amazon through our Monitoring of the Andes Amazon Program (MAAP).
- Carry out science that backs our conservation efforts and the world's understanding of the Amazon, both inside and outside our premier biological research stations.

Through these conservation efforts and by building strong partnerships across the region, we are widening and deepening our work to apply nature-based solutions that strengthen climate resilience for people and nature. For more information, please visit

[www.amazonconservation.org](http://www.amazonconservation.org)

### Position Overview

Amazon Conservation is seeking a proactive, detail-oriented, and creative **Communications and Marketing Specialist** to support the expansion and strategic impact of our communications and marketing efforts across Latin America and globally. The ideal candidate will bring excellent storytelling and digital skills, be highly organized, dynamic, self-starter, detail-oriented, and have a strong commitment to environmental conservation, particularly in the Amazon.

This position plays a central role in implementing and managing our multi-channel communications strategy, ensuring consistency across platforms, strengthening our digital presence, and supporting the amplification of our conservation impact in the region. Reporting to the Communications and PR Manager, this position will support day-to-day communications operations, lead content creation and management, by developing effective and well-written communications materials, extending the organization's reach, influence, and impact aligned with our brand and mission.

**Responsibilities:**

***Communications, Content, and Campaigns (60%)***

- Leads the writing of all content (blog posts, website content, newsletter, reports, one-pagers), in English (mandatory) and Spanish (according to need), supporting the development of fundraising content with the development team.
- Oversees and actively produces institutional materials (letterhead, PPT template, email signatures, Comms "goodies", comms guidelines) internally and externally.
- Manage and maintain all organizational platforms and digital presence, including social media channels, websites (WordPress), and email tools (Mailchimp), ensuring content is up to date, on brand, and SEO-optimized, as well as managing non-donor audience databases and mailing lists.
- Leads the process for annual report creation and dissemination every year, in coordination with all teams.
- Collaborate with the MAAP team to publish reports in English, Spanish, and Portuguese across digital platforms.
- Leads the implementation of specific communications campaigns (e.g. environmental days, appeals, launches) and supports fundraising ones.
- Coordinate joint communications and cross-posting with partners and sister organizations.
- Tracks and maintains calendars of Amazon Conservation and partner events, and supports joint campaigns and collaborative opportunities.
- Tracks and compiles all comms data/ success indicators/ KPIs regularly and for specific donor/ Board reports.
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- Support the development of virtual and in-person events, including managing all materials, attendee lists, and pre- and post-event coordination.

- Supports the enforcement of our brand and guidelines and provides quality control of all communications materials.
- Provides support, feedback, or oversight for graphic design across all materials (either handling them in-house or coordinating with an external consultant).
- Works with 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.
- Manages content creation for communications activities in Monday and recordkeeping in Google Drive and Dropbox.

### **Media and Brand Management (20%)**

- Help manage media inquiries, maintain media lists, and track media coverage using a media management platform.
- Monitor brand mentions and ensure all content published about the organization is aligned with branding guidelines.
- Support PR efforts, including drafting press materials and sharing updates with journalists and allies.

### **Marketing and Fundraising Support (20%)**

- Leads the formatting of all fundraising campaign content (email formats, website page formats, PPTs).
- Collaborate with Development Officer and Director during appeal seasons to support visual, email, and social content.
- Manage the production and distribution of printed and digital materials for donor engagement and events.
- Support Board Meeting event activities as needed (including taking Board Minutes and preparing materials)
- Tracks, researches, shares, and helps implement industry best practices, new platforms, and communication and marketing trends into our work.
- Other duties as assigned.

### **Required Qualifications:**

- Bachelor's Degree in Communications, Journalism, Marketing, or related field;
- 3-7 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) and Canva.
- Superior written communication and storytelling skills;

- Strong video editing skills (Adobe Premiere Pro);
- 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;
- Previous experience managing social media accounts;
- Ability to edit and rewrite technical documents to convey complex ideas in a clear and direct style while preserving the 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 using tools like Monday.com;
- 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. Portuguese is a plus.

**Preferred Qualifications:**

- Experience working with or in Latin America, especially the Amazon region. Working in a nonprofit environment is a plus.
- Understanding of environmental and climate-related communications.
- Working knowledge of Brazilian Portuguese is a plus.
- Prior experience with media relations, press list management, or CRM tools.
- Previous experience in building webpages and maintaining websites using Wordpress content management systems, as well as mobile user experience testing a plus;

**Additional Information**

*Competitive salary commensurate with experience and location. The ideal candidate will be based in an Amazonian country or within the Washington, D.C. area. Amazon Conservation does not sponsor visas to work in the US, and candidates must be legally able to work within their country of residence.*

*For US-based candidates, Amazon Conservation offers a competitive benefits package that includes employer-paid medical, dental, vision, short- and long-term disability, 70% dependent coverage, as well as a matching pension plan, 12 sick days, 25 vacation days, and 3 personal days. For Latin-American candidates, depending on their country of residence, special arrangements will be made for in-country benefits. EOE.*

*Periodic international travel to the US and within Latin America will be required.*

**Application Guidelines**

Email your resume, cover letter, 2 short writing samples (one of which should show the social media content production as well as an article, blog posts or press release) and a list of 3 references. A plus if you share one sample with your graphic design skills. Send all the materials and fill the application [through this link](#) on Google forms.

Applications without all required materials or submitted through job boards 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.

Candidates are reviewed on a rolling basis. The deadline to apply is **March 1, 2026**. The position is open until filled and is available immediately.