



Please apply for the *Communications and Marketing Officer* position and upload your CV via our online form: <https://forms.gle/HGQebEeEFEEzGLQY7>

CoalitionWILD is building a powerful, globally connected community of emerging leaders to transform the planet through youth-driven solutions. We work to create lasting youth leadership for the planet through capacity building initiatives that produce youth-led action, benefitting both the environment and local communities. Through working with youth on issues they are passionate about and providing the supportive space for taking risks and attempting new ideas, CoalitionWILD is ensuring that we are not just providing the tools needed to create action but are imparting in these young leaders the belief that they know how to use those tools best. We achieve this by equipping them with the skills, resources, mentorship, and confidence to solve immediate conservation and climate change challenges facing their communities.

### **The Position:**

*The Communications and Marketing Officer* is responsible for improving CoalitionWILD's brand growth as a for-youth by-youth a for-youth by-youth grassroots organization that empowers young emerging leaders to develop solutions for the planet and lobbies for the greater integration of youth voices within institutions. The Communications and Marketing Officer responsibilities include producing written marketing-related copy for internal and external use and helping design content, from guides and presentations to videos and infographics.

### **Main Tasks:**

- Design and implement social media strategy to align with CoalitionWILD's goals
- Write thought-provoking blogs on WILD Voices based on CoalitionWILD original content
- Support the Director in content strategy and production

### **Duties and Responsibilities:**

- Support the Director in actualizing the 2022 Communications strategy:
  - Designing graphics for socials using CoalitionWILD brand assets
  - Conceptualizing 2022 video campaign
  - Conceptualizing CoalitionWILD youth campaigns
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Monitor and evaluate campaigns and social media posts
- Support the Director in producing the monthly CoalitionWILD newsletter
- Support the Director with ad-hoc tasks as they arise.

**Applicants should demonstrate the following attributes:**

- Commitment to the values, vision and mission of CoalitionWILD
- Excellent writing skills—creative thinker with proven ability to write quickly
- Have a knack for design
- Follows a great deal of strategic and thoughtful approach
- Adaptive, open-minded, and with positive attitude
- Strong interest in environmental justice issues, conservation, and human development ideally through an experience as social/environmental activist or within an NGO
- Excellent level of English (written and oral)
- Strong organisational and time management skills
- Ability to work independently and take the initiative on projects
- High level of IT literacy
  - MS Office Suite
  - Trello
  - Slack
  - Canva

The following attributes are also desirable (but not essential):

- Knowledge in video production
- Proficiency in Adobe Photoshop and InDesign

**Terms:**

Payment via wire transfer of \$1,000 USD / month

Position dates: May 2- December 31, 2022, 15-18 hours/week

**Expectations:**

- Clear, honest, transparent communication
- Both will respond to emails within 5 days (even if to just respond ‘received’) unless previously discussed
- Tasks will be completed by deadline, and it will be communicated ahead of time if this is unable
- This work should be fun! Anytime it starts becoming un-fun, let’s reevaluate!
- Continuous analysis of ‘why are we doing this?’ and ‘Is this working?’ If something isn’t working, let’s change it!
- Commitment to being on time to meetings
- Communication via email, Slack or WhatsApp