



Position Posted: Digital Marketing Manager
Posted: November 20, 2024
Type: Full time
Location: Virtual, with preference for Washington DC (US ET / London time zones preferred)

Organization Description

[Dynamic Planet](#) helps build conservation economies – that is economies that restore nature rather than deplete it. We are part of a growing effort to help effectively and equitably protect 30% of the planet by 2030 ([30x30](#)) with strong local socio-economic benefits and fit-for-purpose sustainable financing. To meet this ambitious goal, Dynamic Planet works at the invitation of governments, businesses and NGO partners, such as [National Geographic Pristine Seas](#) and other organizations invested in fully or highly protected marine areas (MPAs) with and for local communities. Our team supports high-impact partners from government, business, and civil society to build regenerative seascapes.

Campaign Description

To achieve 30x30, the world needs to quadruple current ocean protection in the next 6 years. Fully or highly protected MPAs have been proven to restore marine life and provide new economic opportunities via ecotourism, enhanced fisheries, and food security around them, and help mitigate global warming. If managed and reinvested well, MPAs are regenerating 'fish factories' that can pay for themselves and provide economic benefits to locals in tourism and fishing in perpetuity. MPAs are engines of ocean regeneration that yield multiple benefits to humanity.

We are embarking on a novel, high profile, multi-year global campaign to scale coastal marine conservation in an unprecedented way - by building a global hub to catalyze action by local leading groups. The campaign goals are: 1) to accelerate the establishment of new nearshore MPAs to help fill the gap to 30% and 2) strengthen the level of protection of existing MPAs (by banning bottom trawling within).

The campaign will communicate the benefits of MPAs, reform national policies, and equip coastal communities to create and manage new MPAs on their own - and contribute to 30x30. The co-founders of the campaign have published pioneering scientific papers that have contributed directly to the global agreement to protect 30% of the planet by 2030. The initiative will kick off with a special feature documentary in theaters and on National Geographic/Disney+ with audience-specific content available for local campaigning. The campaign will include a strategy to raise awareness through global, high-profile screening events and a film festival circuit with prominent leaders. With guidance from in-country coalition partners, the initiative will equip local communities with the necessary tools and resources to establish their own MPAs. We also aim to promote peer-to-peer learning networks to accelerate the adoption and increase the effectiveness of these locally managed MPAs. This is an opportunity to significantly contribute to global outcomes as we shift traditional markets from extraction to regeneration as a solution to the combined climate, biodiversity, and equity crises.

Position Description - Your Responsibilities and Impact

Reporting to Dynamic Planet's Strategic Communications Director, in collaboration with the CEO, we are seeking a Digital Marketing Manager to implement the following deliverables:

Digital Content Development & Execution

- Lead the new campaign website development by understanding the user experience, creating copy, managing imagery, and coordinating the web developer and team input.
- Co-develop and execute a digital and social media strategy for the launch of the global initiative in 2025—including a strategy for Dynamic Planet’s digital presence.
- Produce compelling, relevant storytelling-based content that resonate with our key audiences for various social and digital platforms (Facebook, Instagram, LinkedIn, Website, Newsletter, etc.).
- Launch, maintain, and oversee multiple social media platforms, including LinkedIn, X, Instagram, and Facebook. This includes regular posting, engaging with our audience through comments and messages, and maintaining a cohesive voice.
- Develop digital toolkits and other resources for campaign products and events that are grounded in digital best practices.
- Work collaboratively with an international network of campaign partners to develop and execute timely digital communications strategies that are tied to policy objectives. This includes advising campaign partners on digital best practices.
- Develop and update a shared editorial calendar that is closely tied to our strategic communications calendar that includes global, regional, and local events in the ocean conservation, tourism, and fishing spaces.
- In close collaboration with the Strategic Communications Director, establish metrics of success and evaluate performance of social campaigns.

Marketing Content Development & Execution

- Using organizational branding guidelines, assist in preparing visually appealing marketing materials (graphics, brochures, one-pagers, presentations) for a variety of audiences.
- Develop and execute successful marketing and advertising campaigns across digital platforms (social media, newsletter, website) that are data-driven and tailored to meet specific audiences.
- Craft compelling, audience-first email newsletter content with a visually appealing design.
- Catalog marketing assets, including videos, b-roll, and photography.
- Analyze and improve performance results of the campaign and Dynamic Planet websites, campaigns, and other marketing content.
- Other duties as needed.

Skills & Experience Required

- 5+ years of experience and demonstrated success in managing and growing social media accounts and developing and executing global digital campaigns.
- Experience designing and executing email marketing campaigns in MailChimp.
- Portfolio of original work, including videos and other social content, as well as marketing materials, that you have generated.
- Deep knowledge of best practices in digital communications and experience working with multiple stakeholders and operating with tight deadlines.
- Strong ability to work virtually and effectively across time zones and cultures.
- Ability to handle multiple tasks simultaneously and possess strong time management and project management skills
- Ease with digital, design, and scheduling platforms as well as Apple/Microsoft/Google products. Knowledge of various software (e.g., Canva, Asana, Miro, others), as well as AI tools such as Jasper.
- Excellent writing and verbal communication skills in English – other languages are a bonus.

Desired Characteristics

- High ethical standards, sound judgment, and ability to maintain professional confidentiality.
- A collaborative spirit and strong interpersonal skills.
- Passion and intellectual rigor around coastal ocean protection, local communities' rights, and sustainable development, and other related issues.

Timeline & Compensation

- Immediate start with a competitive, flexible package commensurate with experience.
- Full-time contract with 3-month probation period converted upon mutual agreement.
- Opportunity to significantly contribute to novel global outcomes as we shift traditional markets from extraction to regeneration as a solution to the combined climate, biodiversity, and equity crises.
- Opportunity to join a creative, entrepreneurial, world-class, yet humble team, working with a global network of innovators and change makers, including government, business, and community leaders.

How to Apply

Please send to jobs@dynamicpla.net with **Digital Marketing Manager** in the subject line:

- a concise cover letter addressing the above (maximum 1 page)
- CV or resume (maximum 2 pages)
- two work samples
- name and contact information of 3 references

Dynamic Planet is an equal-opportunity employer committed to providing a working environment that embraces and values diversity and inclusion. We encourage people of all backgrounds to apply. If you have any support or access requirements, please advise us at the time of application. We will then work with you to identify the best way to assist you through the recruitment process.

Thank you!