



Position Posted: Strategic Communications Director  
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 CEO, in collaboration with the Program Director, we are seeking a talented Strategic Communications Director to:

### Strategy and Execution (50% time)

- Co-develop and execute a strategic communications plan that raises awareness of the initiative with target audiences and demonstrates how marine protected areas (MPAs) are beneficial to coastal communities.
- Coordinate with leadership and communications teams in each country to both identify key levers and influencers at various levels of the country (e.g., stakeholder power map) and then execute targeted, regional communications campaigns (including earned media, social media, messaging, donor communications, and stakeholder engagement). Ensure in-country strategies have global cohesion, standardized branding, and clear deliverables.
- Work collaboratively across key partner organizations to ensure alignment and coordination including web strategy and content, social media engagement, executive communications, and fundraising communications. Ensure communications strategies appropriately recognize the campaign funders and partners. Coordinate with founding partners, in-country partners, and key stakeholders (government, business, and community media) to elevate campaign goals in key moments.
- Create and manage strategic communications calendar against a campaign political calendar and regularly track key related communications activities of approximately 10 priority countries.

### Content and Messaging Development (30% time)

- Direct and oversee the management of a consistent messaging platform, including the development of messaging toolkits to ensure the campaign team and community of ambassadors, stakeholders, and collaborators are well equipped to deliver on the campaign's impact messaging.
- Develop and refine messaging for campaign that articulates vision, successes, and overall narrative, including underpinning science, impact metrics, and anecdotes, as well as proof points for strategies, tools and collaborations embraced by in-country partners and MPA managers that are helping inspire and fulfill 30x30.
- Lead new website development for campaign with integration of partners, resources, toolkits, and sensitivities to local audiences, including languages (content already in development).
- Oversee Digital Marketing Manager for web development and digital marketing materials, including social media.
- Ensure alignment between campaign messaging, in-country partners, and local communities.
- Ensure campaign communications content has a cohesive style and tone across platforms including social media, web content, and email newsletters.
- Lead the development of targeted messaging based on CEO visibility, conferences, campaign's funders, and in-country partners.
- Oversee the drafting and development of media materials, including press releases, press statements, op-eds, talking points, audio-visual materials, compelling stories, and memos related to programmatic priorities.

### Media Outreach and Engagement (20% time)

- Direct and oversee the work of a PR agency and outside vendors providing communications support to execute an earned media strategy that includes high-quality placements with international and regional media outlets to raise awareness of campaign.
- Work with PR agency to cultivate and maintain relationships with journalists in international and regional media outlets – including those outlets focused on conservation, environment, fishing, tourism, diving, sailing and other coastal activities – to secure earned media opportunities.
- Act as spokesperson and representative for the initiative in media and public-facing events and engagements, as appropriate.

### **Skills & Experience Required**

- Proven ability to deliver a global, community-oriented communications campaign.
- 10+ years of experience, including designing and implementing strategic communications plans and targeted communications campaigns.
- Deep knowledge of best practices in strategic communications.

- Excellent writing and verbal communication skills in English – other languages are a bonus.
- Experience in understanding the complexities of communications in the natural resources/conservation sector, between levels of government, policy, business, and community audiences.
- Preferably established media relationships at local, national, and international media outlets covering conservation, the environment, and/ or public policy.

#### **Desired Characteristics**

- Ability to adapt and flex to changes in circumstances and to work on multiple streams of work at the same time.
- Strong ability to work virtually and effectively across time zones and cultures.
- Ability to understand the big picture and overall goal yet deliver on details.
- Interest in coastal conservation and related economies and communities, and promoting equity, diversity, and inclusion internally and externally.

#### **Timeline & Compensation**

- Immediate start with 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 changemakers including government, business, and community leaders.

#### **How to apply**

Please send to [jobs@dynamicpla.net](mailto:jobs@dynamicpla.net) with **Strategic Communications Director** in the subject line:

- a concise cover letter addressing the above (maximum 1 page)
- CV/resume (maximum 2 pages).
- 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, we encourage you to 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!*