



Terms of Reference: Senior Communications Associate

Forest Trends seeks an energetic, creative, and experienced Senior Communications Associate to join our team. The successful candidate will be an excellent writer and media strategist who thrives working in a dynamic, entrepreneurial culture with a global team. This position will be a full-time, salaried position based in Forest Trends' office in Washington, DC, reporting to the Director of Communications.

Forest Trends is an international nonprofit organization focused on cutting-edge financial strategies for environmental conservation. We work through project incubation, coalition-building, and producing high-quality research and analysis that can support new investments in nature-based solutions to climate change, water risk, and other environmental challenges.

Our programmatic work spans forests, climate, communities, water, biodiversity, agriculture, and finance. The successful candidate will have the ability to work with our staff to translate complex and/or technical materials into compelling, accessible content, and develop and execute an effective communications strategy for that content. Experience in fundraising, grant writing, and donor stewardship is a strong plus. As we have a broad network of staff, consultants, and partners in multiple countries, we seek a candidate with strong interpersonal skills, who enjoys working across cultures and with geographically dispersed teams on a variety of projects.

Responsibilities:

1. Support Forest Trends' diverse content pipeline. The Senior Communications Associate will create and edit content for dissemination. Together with Forest Trends' Initiatives and the Director of Communications, s/he will develop and execute targeted outreach strategies for Forest Trends' work (publications, events, project activities, etc.) and track performance.
2. Lead a media strategy that presents and promotes Forest Trends' complex work; produce content for media; cultivate and manage existing and new media relationships.
3. Support communications for fundraising and development, including contributing to fundraising strategies, conducting donor research, tracking fundraising efforts, and managing outreach to donors. Assist the Executive Management Team and Initiatives in writing and editing fundraising concepts, proposals, and impact statements as needed.

4. Support publication production, including editorial review, copy-editing, design, and production.
5. Manage Forest Trends' social media accounts. Provide training and guidance to Forest Trends staff on social media strategy and tactics. Lead in creating and managing special campaigns.
6. Support the communications team in coordinating internal and Board communications.
7. Assist in event planning and coordination for Forest Trends meetings and conferences.
8. Perform other duties as required/assigned.

Skills and Qualifications

- Bachelor's degree in a relevant field: communications, journalism, environmental studies, economics, policy, among others. Masters' degree preferred;
- 3-5 years demonstrated professional experience as a writer or communications specialist;
- Familiarity with environmental conservation issues and terminology;
- Exceptional written and verbal communication skills with demonstrated proficiency in a range of written formats (press releases, media advisories, blog posts, contributed pieces, social media assets, etc.);
- Experience in media outreach including pitching, writing for media, and managing relationships with journalists;
- Experience in social media management and demonstrated ability to develop and execute social media strategy;
- Familiarity with Adobe InDesign, Illustrator, and other Creative Cloud apps;
- Experience with fundraising campaigns, donor stewardship, grant writing, and communicating impacts to donors is a very strong plus;
- Excellent organizational and time management skills; demonstrated ability to lead work independently; demonstrated ability to prioritize competing demands and work in a fast-paced environment;
- Proficiency in Spanish, Portuguese, Chinese, Vietnamese, or other languages a plus but not required.

Salary range: \$55,000-\$65,000/year, commensurate with skills and experience.

To apply, please send a resume, cover letter, and writing samples to cv@foresttrends.org by 11/15/2019. Subject line must read "Senior Communications Associate." Applications will be reviewed on a rolling basis.