

POSITION ANNOUNCEMENT:

Strategic Communications & Media Manager, Brazil Program

Strategic Communications Initiative of the Climate and Land Use Alliance

[The Climate and Land Use Alliance \(CLUA\)](#) seeks a **Strategic Communications & Media Manager** to lead programmatic work within a new Strategic Communications Initiative. The purpose of this Initiative is to advance strategic narratives that engage broader constituencies in protecting tropical forests, Indigenous Peoples' rights, and the climate. The Initiative encompasses targeted programs and efforts related to Brazil and Indonesia, as well as other separate programs and efforts related to international political fora. The Strategic Communications & Media Manager in each program will be responsible for supporting media coverage of forests, lands, and rights issues and outreach to priority audiences in the program's target geography (e.g., Brazil).

THE INITIATIVE

The Strategic Communications Initiative, a project of the Climate and Land Use Alliance, is an initiative to promote forests and sustainable land use as key climate solutions—in particular, publicizing forest and land use research and evidence, amplifying forest community and civil society voices, coordinating overarching narratives that contribute to positive land use policy decision-making, and supporting the communications capacity of organizations focused on forests and sustainable land use. Within the Initiative, certain programs and efforts will focus specifically on Brazil and Indonesia, while other separate programs and efforts will have a global focus.

THE ROLE:

Primary Responsibilities

- Develop and refine audience segmentation and insights for assigned geographies, including identifying key media channels and influencers
- Build relationships with and active engagement by journalists, editors, and media influencers
- Invest in building communications networks and infrastructure in target geographies and topics, from on-the-ground investigative journalism to distribution of stories through TV, radio, and news sites
- Amplify coverage for key newsworthy stories that advance agreed narratives
- Develop and share helpful resources to journalists such as fact sheets, images, video, and contacts for relevant experts and celebrities
- Establish and coordinate with a network of communications professionals in allied organizations and grantees to agree on and support narrative and message priorities
- Manage, track and report on media coverage over time by channel and relevant audience segment to the Board and key stakeholders, noting progress, impacts, and lessons learned
- Work alongside the Director and the rest of the team in communications strategy development and implementation planning

Ideal Candidate

We seek an experienced communications professional with proven career expertise in journalism and securing media coverage in assigned geographies. The selected candidate will have experience leading communications for civil society or advocacy organizations through the full range of digital and traditional media channels. S/he will be comfortable working in complex 'on-the-ground' environments as well as with dispersed virtual teams. S/he will help infuse team interactions with positivity and a collaborative helpful approach. The ideal candidate will be motivated and efficient, and able to prioritize among multiple competing demands.

The Climate and Land Use Alliance is hiring for three Strategic Communications & Media Managers, one responsible for a program in Brazil, one responsible for a program in Indonesia, and one responsible for an international program.

Qualifications

CLUA seeks an experienced professional with

- Excellent oral and written communication skills and sound judgment.
- Fluency in written and spoken Portuguese and English (required). Working knowledge of Spanish (strongly preferred).
- At least five years of progressively responsible experience in strategic communications, media engagement, and/or journalism
- Excellent project management skills with a demonstrated ability to effectively and efficiently manage multiple activities simultaneously
- Strong self-direction and ability to work in a virtual organization. Must be flexible to work with colleagues in time zones from San Francisco to Jakarta
- Ability to diplomatically and successfully navigate complex partnerships and multicultural settings required. Significant experience in the Global South and ideally in Brazil, Indonesia, Mexico, or Central America
- Prior experience working with NGOs and/or philanthropy is an asset. Experience in grantmaking to journalistic, communications, and media organizations is desirable
- Bachelors and/or Masters degree in a relevant field a plus

The Strategic Communications & Media Manager will report to the Director of the Strategic Communications Initiative at the Climate and Land Use Alliance.

Brazil Lead - Location: Rio de Janeiro, Brazil preferred. São Paulo or Brasilia will be considered.

Willingness and ability to travel including internationally (approximately 25% of the time).

TO BE CONSIDERED:

We are an equal opportunity employer and welcome a diverse candidate pool. We recognize diversity as an asset essential to accomplishing our work and view diversity as encompassing

differences in race and gender, as well as age, national origin, abilities, sexual orientation, job skills, education, and geographic location.

All qualified candidates are encouraged to apply as soon as possible by submitting your resume and a cover letter expressing your interest in and fit for the role to:

jobs@climateandlandusealliance.org

When applying, please include the position title in the subject line of your email.

Please apply by February 10, 2019 to be considered with the first round of candidates. Position will remain open until filled.