

POSITION ANNOUNCEMENT:

Influencers & Partnerships Manager, Brazil Program

Strategic Communications Initiative of the Climate and Land Use Alliance

[The Climate and Land Use Alliance \(CLUA\)](#) seeks an **Influencers & Partnerships Manager** for the Brazil Program of 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 Influencers & Partnerships Manager will be responsible for engaging well-known celebrities, social media micro-influencers, and scientific/economic experts speaking to the importance of protecting tropical forests, the climate, and Indigenous Peoples' rights. This role will be responsible for developing both messengers and their narrative messages in support of the Strategic Communications Initiative's strategy.

This Influencers & Partnerships Manager will be based in Brazil as part of the Brazil Program with a focus on Amazon and Latin American forests.

THE INITIATIVE

The Strategic Communications Initiative, a project of the Climate and Land Use Alliance, will connect and support communications professionals who collaboratively 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 influencer strategies for prioritized audiences
- Build relationships with talent agencies, networks, and influencer platforms
- Update and maintain the influencer database
- Coach and support messengers with effective delivery techniques in crafting and delivering effective narratives
- Establish and coordinate with a network of allies to connect influencers with story-worthy experiences, interesting guests, and high-quality information
- Manage, track and report on contracts and grants in line with donor and legal requirements
- Create, update and manage the reports to the Board and key stakeholders on the progress, impacts, and lessons learned

- Work alongside the Director and the rest of the team in strategy development and implementation planning

Ideal Candidate

We seek an experienced professional with proven career expertise in talent management and influencer marketing, ideally for social causes. The selected candidate will be a team player committed to working closely and collaboratively with Strategic Communications Initiative colleagues. 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.

Qualifications

CLUA seeks an experienced professional with:

- Excellent oral and written communication skills and sound judgment
- Fluency in written and spoken Portuguese, plus a working knowledge of English (required). Working knowledge of Spanish (strongly preferred).
- At least five years of progressively responsible experience in talent or influencer management, and ideally also experience in influencer marketing
- 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, and/or Central America.
- Prior experience working with NGOs and/or philanthropy is an asset. Experience in grantmaking is desirable.
- Bachelors and/or Masters degree in a relevant field a plus

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

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.