

## **POSITION ANNOUNCEMENT:**

Research & Insights Manager,

Strategic Communications Initiative of the Climate and Land Use Alliance

[The Climate and Land Use Alliance \(CLUA\)](#) seeks a **Research & Insights Manager** for 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 Research & Insights Manager will be responsible for contributing to efforts to significantly increase coverage of forests and land rights in media and social media channels most relevant to priority audiences in target geographies (e.g., Brazil, Indonesia). S/he will manage audience segmentation and insights analysis, research on social and media trends, support partners in assessing and strengthening the effectiveness of their digital engagement, conduct narrative testing and analysis, and be a point of contact for researchers working on relevant themes.

### **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 (e.g., Brazil, Indonesia), including identifying key media channels, influencers, and narratives for each
- Work closely with Strategic Communications Initiative and in-country CLUA teammates to secure broader and deeper coverage in Brazil and Indonesia for key newsworthy stories that advance agreed narratives on media and social media
- Analyze trends in media coverage and social conversations, sharing insights and working to take advantage of identified opportunities
- Establish and coordinate with a network of digital communications professionals in allied organizations and grantees to provide coaching, share lessons, and support their efforts
- Work closely with Climate and Land Use Alliance colleagues in identifying and supporting academic, scientific, economic, and environmental research, including working with these messengers to bring their voice into the public debate

- Manage, track and report on media coverage and social media conversations 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 strategy development and implementation planning

### **Ideal Candidate**

We seek an experienced digital communications professional with proven career expertise in data analytics, digital and social media engagement, and research and media trends analysis. The selected candidate will be an excellent coach and 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 English (required). Working knowledge of Portuguese and/or Indonesian Bahasa (strongly preferred). Spanish and French (a plus)
- At least five years of progressively responsible experience in strategic communications, data analytics, digital media engagement, and/or journalistic research
- 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 is desirable.
- Bachelors and/or Masters degree in a relevant field a plus

**Location:** Virtual working from time zones of GMT -5 (similar to US ET) to GMT +1 (similar to CET) will be considered. Working alongside team members in Rio de Janeiro, Brazil is a preferred option. Willingness and ability to travel internationally (approximately 25% of the time).

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

### **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](mailto:jobs@climateandlandusealliance.org)

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

Please apply by February 1, 2019 to be considered with the first round of candidates. Position will remain open until filled.