Maio Biodiversity Foundation

City of Porto Inglês, Maio island, Cabo Verde

info@fmb-maio.org

**JOB OFFER**: Communications And Marketing Coordinator

Fundação Maio Biodiversidade (FMB) is recruiting a **Communications and Marketing Coordinator** to guide and energize FMB's communications actions towards specific and measurable objectives, in close collaboration with the foundation’s other programmes.

**Background**

Maio Biodiversity Foundation (FMB) was created in 2010 to protect biodiversity on the island of Maio, classified as a UNESCO Biosphere Reserve, one of the best preserved islands in the Republic of Cabo Verde. Maio has pristine beaches where a large number of sea turtles nest; wetlands that support migratory and resident birds; and several highly productive marine ecosystems, with shark nurseries, coral communities and a wide variety of fish species. The conservation of this rich biodiversity is essential to ensure the social and economic well-being of the people of Maio, who depend mainly on fishing and agriculture for their income.

Since its inception, FMB has grown to become one of the most successful conservation NGOs in West Africa. We have developed quality, internationally recognised projects in marine protected areas and within sea turtle conservation, bird protection and ecotourism, and we have initiatives that are replicated nationally, such as our 'Guardians of the Sea' initiative in collaboration with local fishermen. FMB's mission is the sustainable development of Maio, based on the protection of biodiversity and the well-being of local communities. As such, FMB has strong links with communities and our projects are supported by local, national and international organisations. See more details at www.facebook.com/maioconservation or www.fmb-maio.org.

With the increase in the number of foundation programmes, as well as the growth of the team, FMB's communication and marketing will follow the same dynamic. In this context, we are looking for a candidate with experience within the world of communications and digital marketing, an excellent level of Portuguese and English and an interest in environmental protection.

**Terms and Conditions**

Start: Immediate

Duration: 1 year with possibility of renewal (3-month probation period)

Contract: Full time

Salary: 600 - 700 EUR net monthly salary, depending on experience, with an additional 230 EUR monthly in accommodation benefits

Location: Porto Inglês, the island of Maio

**General Responsibilities**

* Planning and execution of FMB's communication strategy;
* Management of FMB's official website and social networks (Facebook, Instagram and Twitter), including preparation and scheduling of publications;
* YouTube channel management;
* Preparation of the FMB newsletter every 4 months;
* Preparation of the FMB annual report in collaboration with the Project Manager;
* Collection of material to publish (photos, videos and information) from each programme;
* Establishment and/or maintenance of archives of digital material (photos and videos);
* Creation and editing of written and visual content (video and photography);
* Development and execution of social communication campaigns with specific objectives or audiences;
* Tracking the performance of publications through analysis platforms and research into the latest trends in the media world;
* Establishment and management of a donation and adoption system for sea turtle nests;
* Representing FMB in the media and to different partners and collaborators.

**Requirements**

* University or other degree in marketing, communication or journalism, or equivalent experience;
* At least two years' experience in a communications/marketing position;
* Experience in managing social networks for companies or NGOs - content creation, audience tracking, research and adaptation to new trends;
* Professional level in Portuguese and English language;
* Good writing skills, particularly for social media and other digital platforms;
* Multi-tasking;
* Ability to work independently and as part of a team;
* Ability to communicate and work with people from different backgrounds and cultures;
* Excellent time management

**Desirable**

* Advanced experience in social media analysis;
* Experience in using editing and creative software (Canva, Adobe Photoshop, Illustrator);
* Passion and/or commitment to environmental conservation;
* Experience in web design and/or using web page creation platforms.

**Application Process**

Please send a covering letter (maximum 2 pages in either English or Portuguese) detailing the reason for your application and how you fit the job description, with your CV, and contact details for two references, to info@fmb-maio.org, with the subject line "Application - Communications and Marketing Coordinator”.

The deadline for applications is 6th June 2022. Please note that only candidates short-listed for interview will be contacted.