

Announcement Marketing Associate

Application deadline: Until filling the vacancy

Start date: June 1st, 2019

Duration: 6 months (Consultant)

Introduction

In celebration of 60 years of scientific research and complementary action to ensure the conservation of the environment and biodiversity of the Galapagos Archipelago, the Charles Darwin Foundation seeks a Marketing Fundraising Consultant to create and implement a multi-faceted campaign to reach current and new audiences to raise unrestricted funding for the Foundation. This position develops, manages, and implements digital fundraising initiatives including e-appeals, Web site, social media, and mobile, as well as optimizing fundraising across various channels and at its research station.

Required profile

- Bachelor's or Master's degree in Marketing
- Five years of experience in Marketing with multichannel fundraising strategies and execution
- Ability to work independently as a self-starter and as part of a team
- Familiarity with Salesforce database (non-profit version)
- Familiarity with social media & content marketing
- Ability to be a creative thinker and problem solver
- Excellent follow-through
- Diplomacy
- Customer service
- Effective communication skills
- Initiative
- Goal oriented
- Team player
- Fluent in Spanish and English

Activities/Deliverable

1. Develop compelling 60th anniversary campaign messaging that inspires action/giving
2. Create and manage digital campaign messages that build CDF's Brand awareness and increase support
3. Work with the Fundraising and Marketing and Communications teams to ensure digital fundraising aligns with other multichannel fundraising targets and strategies.
4. Engage and build social networks and e-mail lists to build relationships with donors & promote campaign

5. Create, execute, and measure outcomes of a strategic e-mail campaign and outreach plan to include appeals in **June, July, August and September**
6. Manage donor lists to optimize outreach, retention and acquisition
7. Collaborate with the Communications team to develop and integrate fundraising materials for print and electronic distribution; and on social media outreach as it relates to raising funds (Facebook, Twitter, Instagram, and YouTube)
8. Develop strategies to increase donations in support of the 60th anniversary from visitors to the Charles Darwin Research Station
9. Assist with the launch of a newly created adopt-a-species and planned giving initiative
10. Implement at least one joint marketing campaign with CDF partner
11. Maintain calendar with release dates and ensure deadlines are met

Terms

The employee works under the Chief Development Officer of CDF. The selected candidate will have their work base at the Charles Darwin Research Station in Santa Cruz Island, Galapagos Archipelago, Ecuador or where agreed when signing the contract.

The employee is expected adjust their time to comply with all the deliverables.

The employee will faithfully follow the rules and the CDF Procedures Handbook, as well as he/she will perform their job strictly following the Galapagos National Park's rules and regulations.

How to apply

Interested persons on this position should send the following information by e-mail to marketing.fcd@fcdarwin.org.ec:

- CV updated.
- Letter of motivation, describing his/her competences according to the minimal requirements for this position.
- A declaration of vision of maximum two pages of extension detailing the aims of the candidate according to the objectives of the position and the reality of Galapagos.
- Three professional recommendation letters, that include names and e-mails of the references.
- Names and e-mails of two references that could give personal recommendation of the candidate.

Kindly send all the application material as one .pdf document. If more details are needed, please, **do** not hesitate to contact the provided e-mail address.