

Position Available: April 8, 2019
Title: Marketing Associate
Part-Time
Location: Flexible, Washington DC Preferred



Company Description

Dynamic Planet helps advance and invest in markets that restore nature. We provide tailored, impact-focused solutions so nature, communities and businesses can thrive. Through a combination of new business models, blended finance, public-private partnerships, and leadership engagement, we help our clients maximize environmental, social and economic returns. Our work focuses on wilderness protection and sustainable management.

Position Description

Dynamic Planet is looking for a passionate, entrepreneurial and self-motivated Marketing Associate to help with content creation, brand development and related outreach. This includes:

- Building on a social media strategy, write visually compelling case studies, blogs, social media and newsletter content
- Curate content aligned to the social media strategy on Twitter and LinkedIn, potentially Instagram
- Pitch, secure and place content on popular platforms and partner communication channels
- Update the Dynamic Planet website to reflect ongoing company positioning and fresh content
- Track news, conferences and trends in the conservation finance and environmental impact investing marketplace, including conservation, agriculture, climate, and blended finance, to position company
- Assist with ongoing advocacy campaigns, storytelling, and public engagement related to clients including National Geographic Society and World Resources Institute

Key Responsibilities

- Liaise with CEO before, during and after high-level conferences and meetings to maximize social media efforts
- Create content to accompany a social media calendar co-created with team as directed by CEO; content themes include protected areas and related businesses including ecotourism, ocean and land economies, and sustainable food systems (e.g. sustainable fisheries, sustainable aquaculture and regenerative agriculture)
- Track social media analytics for regular team meetings and brand development
- Map and track content themes and industry stakeholders for long-term relationship management and outreach
- Draft information into concise documents and presentation materials for team review
- Support CEO and team with additional tasks on an ad hoc basis

Skills & Experience

- 3-5 years experience in publishing across a variety of channels including but not limited to social media
- Critical and creative thinker; able to strategically 'connect the dots' to reflect voice and values of Dynamic Planet across all communication channels
- Excellent organizational, research, and writing skills; strong attention to detail
- Passion for cutting-edge solutions at the intersection of environmental and business issues
- Ability to work independently and as a team member
- Fluency with Microsoft and Apple operating systems & software
- Fluency in WordPress and Mailchimp

Benefits

- Opportunity to significantly contribute to cutting-edge solutions at the intersection of environmental and business issues
- Be part of a small, entrepreneurial team working with a global network of innovators and changemakers
- Pay by the hour / flat fee on defined projects with discrete timelines

Contact Us

If interested, please send a resume and cover letter as a single file to: david@dynamicpla.net with "Application: Marketing Associate" in the subject line. Applications will be reviewed on a rolling basis.

For more information, please visit: <https://www.ourdynamicplanet.com/>