

Position Posted: February 6, 2024
Position: Campaign Director
Location: Flexible (Dynamic Planet based in Washington, DC)



Organization Description

[Dynamic Planet](#) helps advance markets that restore nature through conservation economy development. We are part of a growing effort to help effectively protect 30% of the planet by 2030 ([30x30](#)) with strong local socio-economic benefits and fit-for-purpose sustainable financing. Our team helps guide high-impact partners in key geographies across government, business, and civil society who are building regenerative seascapes, landscapes, and island nation economies through a combination of new business models, blended finance, public-private partnerships, and compelling science-based narratives to maximize environmental, social, and economic returns. We have worked from the tropics to the Arctic to help create or improve protected areas and related conservation markets for regenerative rather than extractive economies. We are also involved with public & private sector coalitions and campaigns, natural capital investment funds, and nature-based climate solutions.

Campaign Description

To achieve 30x30, the world needs to quadruple current ocean protection in the next 7 years. To help meet this ambitious goal, Dynamic Planet works at the invitation of governments, businesses and NGO partners, such as [National Geographic Pristine Seas](#) and other organizations that are focused on creating and implementing fully or highly protected marine areas (MPAs) with and for local communities. Fully or highly protected MPAs have been proven to restore marine life and provide new economic opportunities via ecotourism, enhanced fisheries, and food security around them, and help mitigate global warming. If managed and reinvested well, MPAs are regenerating 'fish factories' that can pay for themselves and provide economic benefits to locals in tourism and fishing in perpetuity. MPAs are engines of ocean regeneration that yield multiple benefits to humanity. Yet, even when you add up the best of current conservation efforts, it is easy to see that the world will fall short of 30x30.

We are embarking on a special, high profile, multi-year campaign to communicate and support the benefits of MPAs so that more coastal communities will be inspired and equipped to create and manage them on their own - and contribute to 30x30. To inspire local communities, the project will kick off with a major feature global documentary and a variety of audience-specific films with content also available for local campaigning. The campaign will equip local communities with the necessary tools and resources to create their own MPAs. The campaign architecture has been drafted but needs to be detailed, implemented, and refined for global, priority country, and sector audiences and with key partners.

Position Description - Your Responsibilities and Impact

Reporting to Dynamic Planet's CEO, we are seeking a talented Campaign Director to:

- Lead strategy and development of global campaign with key partners in 2024 for public launch in 2025 with ongoing implementation.
- Create and manage political calendar of campaign activities and regularly track political economy of approximately 10 priority countries for overall strategy.
- Identify key levers and influencers at various levels of each country, alongside lead local campaigners, with ongoing guidance.
- Work with local experts to create stakeholder power map per country.
- Work with CEO and Strategic Communications Director to develop and implement a communications strategy from global to local.
- Identify and recruit key partners—traditional (NGO/Govt) and non-traditional (business especially tourism, fisheries, and corporate partners)—to develop and implement national MPA campaigns.
- Supervise a small global team and coordinate with in-country campaign directors.

Qualifications & Experience Required

- 10+ years of political campaign work to achieve policy goals, with experience in environmental campaigning preferred.
- Deep knowledge of best practices in global campaigning.
- Ability to anticipate and sense movement versus gaps and pivot for traction and adapt to changes in circumstances.
- Established relationships globally to leverage for this campaign, and respect in handling others' key relationships.
- Deep experience working across sectors internationally to achieve conservation outcomes.
- Strong understanding of relationship and interplays between levels of government, policy, business, and community audiences.
- Demonstrated track record leading international teams with strength and humility, and respect towards long-time work of peers.
- Strong ability to work virtually and effectively across time zones and cultures, with an ability to build strong, trusting relationships that include seeking and adapting to perspectives from all parties.
- Ability to deliver pragmatic and professional judgements to a range of groups, balancing the needs of multiple priorities at any given time.
- Interdisciplinary thinker with strong interpersonal skills.
- Ability to understand big picture and overall goal yet deliver on details.
- Passion and intellectual rigor around coastal regeneration and related economies and communities.
- Excellent organizational, research, writing and verbal skills in English – other languages a bonus.
- A collaborative spirit, effective at engaging stakeholders and collaborators with good judgement, common sense, and keen discretion.
- Demonstrated commitment to supporting local communities and promoting equity, diversity, and inclusion internally and externally.

Timeline & Compensation

- Immediate start with competitive, flexible package.
- Opportunity to significantly contribute to novel global outcomes as we shift traditional markets from extraction to regeneration as a solution to the combined climate, biodiversity, and equity crises.
- Opportunity to join a creative, entrepreneurial, world-class, yet humble team, working with a global network of innovators and changemakers including government, business, and community leaders.

How to apply

Please send a concise cover letter addressing the above (maximum 1 page) and CV (maximum 2 pages), and two writing samples to info@dynamicpla.net with *Campaign Director* in the subject line.

Dynamic Planet is an equal opportunity employer committed to providing a working environment that embraces and values diversity and inclusion. We encourage people of all backgrounds to apply. If you have any support or access requirements, we encourage you to advise us at the time of application. We will then work with you to identify the best way to assist you through the recruitment process.

Thank you!