

Position Posted: February 6, 2024  
Position: Strategic Communications 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 best current conservation efforts are tallied, 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. The strategic communications will be an integral component of the campaign, launching to the global public in 2025.*

### **Position Description - Your Responsibilities and Impact**

Reporting to Dynamic Planet's CEO, in collaboration with the Campaign Director, we are seeking a talented Strategic Communications Director to:

#### **Strategy and Execution**

- Co-develop and execute a strategic communications plan—from global to local—adhering to Dynamic Planet's vision, strategy, and values. Ensure in-country strategies have global cohesion, standardized branding, and clear deliverables.
- Coordinate with lead campaign communications teams in each country to execute targeted, regional communications campaigns (including earned media, social media, messaging, donor communications, and stakeholder engagement).
- Create and manage strategic communications calendar against a campaign political calendar and regularly track key related communications activities of approximately 10 priority countries.

- Coordinate with founding partners, in-country partners, and key stakeholders (government, business, and community media) to elevate campaign goals in key moments.
- Execute communications tactics taking into consideration international policy, scientific and conservation communities, academia, and business (tourism and fishing).
- Identify key levers and influencers at various levels of each country with Campaign Director and related stakeholder power map.
- Ensure communications strategies appropriately recognize the campaign funders and partners.
- Coordinate the work of outside vendors (PR agency, web developer, etc.) to provide seamless communications support.
- Integrate the campaign into Dynamic Planet and CEO positioning in the marketplace.
- Work collaboratively across key partner organizations to ensure alignment and coordination including web strategy and content, social media engagement, executive communications, and fundraising communications.

### Content and Messaging Development

- Direct and oversee the management of a consistent messaging platform, including the development of messaging toolkits to ensure the campaign team and community of ambassadors, stakeholders, and collaborators are well equipped to deliver on the campaign's impact messaging.
- Develop and refine messaging for campaign that articulates vision, successes, and overall narrative, including underpinning science, impact metrics, and anecdotes, as well as proof points for strategies, tools and collaborations embraced by in-country partners and MPA managers that are helping inspire and fulfill 30x30.
- Lead new website development for campaign with integration of partners, resources, toolkits, and sensitivities to local audiences, including languages (content already in development).
- Ensure alignment between campaign messaging, in-country partners, and local communities.
- Ensure campaign communications content has a cohesive style and tone across platforms including social media, web content, and email newsletters.
- Lead the development of targeted messaging based on CEO visibility, conferences, campaign's funders, and in-country partners.
- Supervise a Digital Manager to produce A/V materials and implement social media strategy.
- Oversee the drafting and development of media materials, including press releases, press statements, op-eds, talking points, audio-visual materials, compelling stories, and memos related to programmatic priorities.

### Media Outreach and Engagement

- Coordinate with PR agency to execute an earned media strategy that includes high-quality placements with international and regional media outlets to raise awareness of campaign.
- Cultivate and maintain relationships with journalists in international and regional media outlets – including those outlets focused on conservation, environment, fishing, tourism, diving, sailing and other coastal activities – to secure earned media opportunities.

### Qualifications & Experience Required

- Proven ability to deliver a global, community-oriented communications campaign.
- 10+ years of experience, including designing and implementing strategic communications plans and targeted communications campaigns.
- Deep knowledge of best practices in strategic communications.
- Ability to adapt and flex to changes in circumstances.
- Established media relationships at local, national, and international media outlets covering conservation, the environment, and/ or public policy.
- Excellent media pitching experience and skills.
- Deep experience working across sectors to achieve conservation outcomes.

- Strong understanding of relationship and interplays between levels of government, policy, business, and community audiences – and media.
- Demonstrated track record on 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](mailto:info@dynamicpla.net) with *Strategic Communications 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!