

Communications and Marketing Manager

Name: Isaacson, Miller

Position Title: Communications and Marketing Manager

Industry: Environmental

Job Function: Marketing

Location(s): San Juan, Puerto Rico, United States, 00901

The Conservation Trust of Puerto Rico
San Juan, Puerto Rico

The Conservation Trust of Puerto Rico (the Trust), a private, non-profit organization whose mission is to protect and enhance the Island's natural resources, seeks a strategic, innovative, and resourceful marketing and communications professional to lead a comprehensive integrated marketing and communications effort. The Communications & Marketing Manager (the Manager) will create and implement a comprehensive integrated marketing, communications, and public relations plan for the Trust. The Manager will develop the institutional brand and image of the organization, both internally and externally, through consistent and effective marketing communications strategies and will ensure that the Trust's position as a pioneering leader in the conservation of nature is effectively communicated to a wide and diverse audience. S/he will design media and public relations campaigns to facilitate the dissemination of the Trust's goals, programs, initiatives and key partnerships, thus ensuring transparency and public participation in environmental conservation and elevate the visibility of its conservation activities at local, national and international levels. The successful result of these efforts will contribute to increasing public interest and participation in the Trust's programs, expanding philanthropic support, and strengthening the Trust's position as the leading institution to address the full range of conservation needs on Puerto Rico.

Reporting to the Chief Operating Officer, Mr. Jorge Báez, the Communications & Marketing Manager will effectively communicate the needs, achievements, and contributions of the Trust in a targeted, cohesive, and open manner to the organization's myriad constituencies including the public, media, individual friends and benefactors of the Trust, corporations, foundations, community service organizations, board members and government officials at all levels. The Manager will also assist internal Trust stakeholders in achieving their communications objectives while promoting the priorities and messages of the Trust as a whole.

The ideal candidate will have at least seven years experience in developing and implementing a cohesive and integrated marketing and communications strategy that resulted in measurable impact to a complex organization (e.g. improvements in market position, membership, funding). S/he will have keen strategic and planning skills; a thorough understanding of traditional and emerging media; a comprehensive understanding of the communications process, from creative conception through fulfillment; and the intellectual depth and curiosity necessary to understand the complex scientific, environmental and educational factors that drive and influence the Trust's mission and programs. A collaborative and collegial orientation is key, as are strong managerial skills and institutional savvy. S/he will possess excellent oral and written communications skills to effectively convey the Trust's vision and priorities to internal and external constituencies. A bachelor's degree in Communications, Marketing, Public Relations or Business Administration is required; a master's degree is preferred.

Fluency in English and Spanish is required. The position is based in Puerto Rico.

The Conservation Trust of Puerto Rico has worked for the past 40 years to protect natural areas, restore habitats, engage the public-at-large and business community in conservation and as stewards of nature, and assist other entities in the development of policies and practices that respect the island's habitat. Headquartered in the Ramón Power and Giralt House, a beautifully restored Spanish colonial building in Old San Juan, the Trust carries out its mission through the acquisition and donation of lands of great ecological, aesthetic, historic and cultural value, and the establishment of conservation easements. Established in 1970 by initiative of the governments of Puerto Rico and the United States, the Trust has since acquired over 23,000 acres of land in 24 different locations throughout the Island. As part of its mission, the Trust also develops programs aimed at educating the public about environmental issues and the need to protect and conserve the Island's natural resources. To learn more about the Trust, visit www.fideicomiso.org.

Under the leadership of Executive Director Fernando Lloveras San Miguel, the Trust recently completed a comprehensive strategic plan, focused on enhancing efforts to ensure that the islands of Puerto Rico retain the functionality of their ecosystems. The Trust is poised to make a strong case for support to environmental, conservation, research and education funders in Puerto Rico, nationally and internationally, particularly given the low level of land conserved in Puerto Rico comparable to mainland states and other Caribbean islands and the opportunity to demonstrate transformative changes that lead to functional ecosystems.

The Conservation Trust of Puerto Rico has retained the services of Mr. Jack Gorman of Isaacson, Miller, a Boston-based national executive search firm, to conduct this important search. All inquiries, applications and nominations for this opportunity should be directed via email to: Rachel Ellenport, Senior Associate at conservPRcomm@imsearch.com.

or Apply Online at <http://www.apply-for-job.net/c/jobclick.cfm?site=10524&job=6782647>

The Conservation Trust of Puerto Rico is an equal opportunity employer.