

Purpose of the Job

The Marketing & Communications Specialist is responsible for the planning and execution of conservation marketing, digital platform management and execution, content creation, and corporate communication. Provides advice and support towards the organization in stakeholder analysis, strategies, planning and execution.

Job Family and Reporting Line



Our Purpose: For a Sustainable Future, We Act, Inspire, and Engage All to Value and Conserve Aruba's Natural and Cultural Heritage.

Our Vision: Through Conservation Leadership Excellence, We lay the Foundation for Thriving Biodiversity, Resilient Ecosystems, and Celebrated Heritage, for a Sustainable Aruba.

This is why we encourage all ACF employees to embrace **Our Core Values:**

- *Passion:* we love nature, and love what we do.
- *Integrity:* we do the right thing. Always.
- *Unity:* together we achieve more.
- *Commitment:* we aim for excellence in all that we do.
- *Innovation:* we look for solutions from fresh perspectives.

Job Profile

Marketing & Communications Specialist

Areas of Responsibilities & Core Activities

Brand & Marketing Management

- Design and manage brand assets, monitor brand consistency.
- Collect and analyse internal and external data relevant to the marketing efforts.
- Manage marketing strategies in alignment with Brand Book.
- Responsible for managing the marketing communications plan.
- Define, develop and manage marketing content.
- Conduct marketing communications activities and manage all communication channels.

Corporate Communications

- Develop strategic narrative.
- Monitor and manage corporate reputation and brand.
- Monitor media exposure, online and offline.
- Monitor, manage and increase organizational exposure.
- Develop written and digital corporate communication content (press releases, articles, social media posts, web content, etc).
- Manage internal and external corporate publications.
- Manage corporate events.
- Manage corporate information inquiries.

Other

- Study internal and external developments, ensure development, transfer, and retention of new and relevant knowledge in the own area of expertise.
- Execute other duties as assigned. Duties and responsibilities may be added, deleted, or changed at discretion of management to assure continuity of the business operations

Interaction & Communication

- Build relationships with media outlets and journalists to disseminate important news, press releases and park information.
- Engages with corporate sponsors and partners to help secure funding, resources and promotional opportunities for ACF.
- Partners with social media influencers and bloggers to extend the reach and attract new audiences interested in conservation and nature-related content.

Decision-making

- Content of branding, marketing and communication plans
- Planning/Prioritizing of execution of approved plans
- (Unsolicited) PR advice to Management in case of crisis management

Job Requirements

- Bachelor's degree in Marketing, Communications, PR or a related field.
- Min. 3 years of experience in managing marketing or communication initiatives, preferably in a conservation or non-profit organization.
- Strong written and verbal communication skills in Dutch, English, Spanish and Papiamentu.
- Experience in digital media management and creative content management.
- Proficiency in creating content for various (online and offline) platforms and utilizing social media tools.
- Knowledge of marketing trends & competitiveness.

Core Competencies

- Flexibility
- Self-Development
- Accountability
- Teamplayer

Work Behaviour Examples

- Is able to develop professional relationships with stakeholders from different cultures and personalities
- Adjusts own view and objectives to achieve a common shared goal
- Uses newly acquired knowledge readily for own organization
- Is aware of own strengths and weaknesses
- Clearly communicates to stakeholders when deadlines or agreements cannot be fulfilled
- Takes responsibility for own behavior and the related results
- Is open to other people's opinions and ideas
- Discusses plans and ideas with others and invites them to contribute

Job Specific Competencies

- Social, Political & Environmental Awareness
- Customer Orientation
- Planning & Organizing
- Communication
- Conduct
- Creativity

Work Behaviour Examples

- Is well informed about recent developments that are relevant to own field of expertise
- Turns relevant developments into actions and proposals
- Builds relationships with stakeholders and organizations relevant to ACF
- Looks at the organization through the eyes of the client; suggests improvements accordingly
- Is able to translate management proposals into feasible action plans
- Is able to prioritize own work and uses time effectively to complete tasks
- Estimates accurately what kind of language and style are appropriate in various situations
- Is able to explain a complex topic to a less educated audience.
- Makes a good first impression and maintains it
- Demonstrates self-confidence and competency in responding to questions
- Experiments with new methods and opportunities
- Is flexible in own thinking and is able to come up with new ideas

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