



## POSITION DESCRIPTION

---

<b>POSITION TITLE:</b>	<b>MARKETING &amp; COMMUNICATIONS SPECIALIST</b>
<b>LOCATION:</b>	<b>Washington, DC</b>
<b>SUPERVISOR:</b>	<b>Director of Communications</b>
<b>DIVISION:</b>	<b>Development &amp; Communications</b>
<b>FLSA STATUS:</b>	<b>Non-exempt, Full time</b>

---

### **About BCI:**

Our mission is to conserve the world's bats and their ecosystems to ensure a healthy planet.

### **Position Summary:**

The Marketing and Communications Specialist is a key member of the Development & Communications department, responsible for developing and implementing BCI's outward-facing messages on a variety of media platforms.

This position will manage BCI's social media accounts, serve as a project manager for various campaigns and initiatives, and manage BCI's digital asset system. This individual will also write and edit creative content, assist in developing and updating BCI's website, and develop impactful messaging that builds nationwide awareness and support for bats and their conservation.

This position will be supervised by the Director of Communications and is stationed in Washington, DC.

---

### **Major Responsibilities and Duties:**

- Coordinate and capture compelling stories about BCI's work in the US and globally, with the goal of furthering the conservation priorities of the organization.
- Write, edit, and develop content for BCI's various websites, promotional materials, blog, email campaigns, information sheets, and monthly e-newsletters. Work in tangent with development, science, network & partnership, and conservation staff as well as BCI's partners to achieve goals.
- Create and implement yearly social media plan. Ensure goals are achieved in a timely manner.
- Develop and post engaging content through BCI social media accounts including Facebook, Twitter, and Instagram. Respond and monitor comments as needed. Create and update a dashboard of metrics highlighting the progress.
- Draft and update yearly editorial and content calendar that incorporates BCI's key messages.
- Provide support to the Development team on acquisition efforts to promote membership and bat conservation.
- Manage a variety of vendors including writers, photographers, videographers, graphic designers, and illustrators for campaigns and projects that promote BCI's brand and advances the mission of the organization. Drafts contracts and process payment as needed.

- Ensure communications calendar is up-to-date with all of BCI's external communication activities.
  - Monitor web news sources and social media for news stories and features relating to BCI and bat conservation. Compile news articles to share with Director of Communications and staff.
  - Manage BCI's photo and video library. This includes processing image requests and payments from external parties, fulfilling image and stock footage requests for media services, sourcing new photos from photographers, coordinating the asset collection from BCI field staff, overseeing all external filming contracts, and assisting in the management of the Digital Asset Management (DAM) System, which houses BCI photo and video assets.
  - Work with grant awardees to create communication products such as videos, posters, social media posts. Ensure stories are used to their maximum effect, across multiple platforms. Ensure images are uploaded and properly categorized in the DAM system.
  - Represent the organization at special events like Bat Week. No more than 3 events per year.
  - Update BCI's website as needed.
  - Assist in drafting yearly budget in support of Communications' goals and monitor expenses.
  - Remain abreast of developments and trends in communications, marketing, social media and conventional media.
  - Perform other duties as assigned to help achieve the goals and objectives of the department.
- 

***Qualifications/Requirements:***

- A four-year undergraduate degree in English, journalism, communications, marketing or equivalent work experience in related field.
- Strong project management skills including managing vendors and coordinating with various staff members and partners.
- Excellent written and oral communication skills with the ability to write quickly and accurately on deadline are a must. Experience in AP style editing and writing.
- Ability to communicate and work well with all levels of staff, board, vendors, members, donors, partners and others.
- Ability to work independently with limited supervision and high motivation. Superior organizational skills and ability to handle a multitude of tasks, including experience in adhering to deadlines.
- Ability to pivot and adapt to changes in project direction and deadlines.
- Proficiency in Asana, Hootsuite, Basecamp, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, and Adobe Premiere is a plus.

***Physical Demands and Work Environment:***

- Working on the computer for prolonged periods
- Ability to communicate with individuals by phone, video conference, e-mail and in person
- Extensive proofreading requires adequate vision and focus
- Travel may be required, up to 10%
- Shared office environment with modest noise level

**BAT CONSERVATION INTERNATIONAL IS AN EQUAL OPPORTUNITY EMPLOYER.**  
**Upload your Cover Letter and Resume at <https://www.batcon.org/me109/prod.html>**