

## Science Communication and Marketing Assistant

### Conservation Research Africa - Based in Malawi



Conservation Research Africa (CRA) is a charity in England and Wales that conducts and supports applied research to inform conservation and wildlife management in Africa. Based in Malawi, CRA has three flagship projects: **African Bat Conservation (ABC)**, **Carnivore Research Malawi (CRM)** and **The Urban Wildlife Project (UWP)**. Find out more about our work here:

[www.africanbatconservation.org](http://www.africanbatconservation.org) [www.carnivoreresearchmalawi.org](http://www.carnivoreresearchmalawi.org)

We are currently recruiting for a Science Communication and Marketing Assistant to assist us in developing the public profile and outreach of CRA and all the projects under it; ABC, CRM and UWP. The position is primarily based at our research office in the capital city Lilongwe with some time spent at our research camps in Liwonde and Kasungu National Parks.



#### Duties:

- Website development and management
- Keeping current and potential supporters up to date with the activities of ABC and CRM maintaining the website; use of social media channels and preparing and sending out our quarterly e-newsletter
- Increasing interest in our project and acquiring beneficial links through social media/developing blogs etc.
- Increasing local interest in the project through tactical marketing, in particular for groups/organisations
- Running and devising fundraising events
- Supporting the Community Outreach team with visiting school groups and outreach visits and development of awareness and education materials
- Writing local and international press releases and international publications
- Photographing project events and updating the website and social media with these photos
- Assisting in volunteer recruitment through new marketing channels
- Managing volunteers on marketing projects/events/any of the above topics
- Developing and maintaining a network of fundraising and business contacts
- Developing a communications strategy to ensure that the partner organisations make good use of press and media opportunities to advance the project
- Managing international volunteer bookings, queries and arrivals, updating the database



#### Requirements

##### **Essential:**

- Previous experience of successful marketing, fundraising and recruiting corporate sponsors
- Ability to take own initiative and be self-motivated
- Excellent team-work skills and a mature attitude
- Highly organised
- Excellent written and oral communication skills, with the ability to present complex issues, including scientific concepts, in an accessible way
- Experience of working with the media
- Experience of web development, editing websites, using social media, preparing newsletters and e-Bulletins
- Clean driving license
- Passion for conservation and wildlife
- Computer literacy: MS Office, including Access, Adobe Dreamweaver, Photoshop, HTML coding
- Positive mental attitude, resilient, ability to muck in and get on with it
- Hard work ethic, flexible and conscientious approach
- Be willing to be based in the field for a small part of the post (remote location in Vwaza Marsh Wildlife Reserve, and Nyika National Park)

***Desirable***

- Background/experience in marketing/media in conservation, wildlife or related field
- Experience living and working in developing countries, preferably in Africa
- A good understanding of current concepts in African conservation as well as issues in environmental science, policy and management
- Proven track record of developing effective partnerships with private sector organisations

**Contract conditions**

**Timing:** This is an 8 month position commencing asap with a possibility of extension to 1 year.

**Location:** You will be based mainly in the capital city Lilongwe, with periods spent in our research camps in Nyika and Kasungu National parks. The staff house and research office in Lilongwe is within easy walking distance to the city. Accommodation is a shared 3 bedroom house with living area, kitchen, hot showers and flushing toilets. Your room may be shared with other staff and volunteers at certain times of year.

The research camps in Vwaza, Nyika and Kasungu NPs are fairly basic, consisting of canvas safari tents containing beds with access to flushing toilets and showers. You may be sharing your tent with other staff (dependent upon volunteer numbers at this time). There is limited internet signal in camp and

power for 4 hours per day. Find out

more about our camp locations and Nyika National Park here:

<http://www.africanbatconservation.org/nyika.html>



**Costs:** CRA will cover accommodation and all work related travel including airport transfers. You will be required to cover your own flights, visas, insurance, food costs, vaccinations and personal equipment (a laptop is a necessity).

**Application process**

To apply please send a completed application form and covering letter (outlining why you think you would be suitable for the post) from [www.africanbatconservation.org/vacancies.html](http://www.africanbatconservation.org/vacancies.html) and a CV if you wish to Dr Emma Stone on [emma@conservationresearchafrica.org](mailto:emma@conservationresearchafrica.org).