

Communication Specialist Conservation Enterprise

- Employer: Travel Carpathia
- Reports to: Director of Communications & Outreach, Conservation Enterprise Director
- Duration: Indefinite, Full-time
- Location: Brasov Office

TERMS OF REFERENCE

Foundation Conservation Carpathia is a Romanian non-governmental organization (NGO) dedicated to establishing a new National Park in the Făgăraș Mountains. The organization aims to enhance the overall protected area network in the country and shift its trajectory towards sustainability and conservation. Recognizing that the support of local communities is crucial for conservation efforts, the organization strives to demonstrate the economic, social, and political benefits of preserving the world's remaining natural landscapes.

To achieve its goals, the foundation is actively working to transition the local economy from extractive practices to a more conservation-oriented approach. Collaborating closely with local communities, they have devised a comprehensive eco-tourism program. The ultimate vision is to make the Făgăraș Mountains a prominent eco-tourism destination in Europe. To realize this vision, initiatives include the development of an eco-tourism program at Cobor Biodiversity Farm, the establishment of a network of three wildlife hides, the Poiana Tamas Wilderness Camp, the Valea Vladului Lodge, and the formation of a company called Travel Carpathia.

In partnership with local farmers, the foundation has created a food hub, www.roadelemuntilor.ro, which serves as a platform to connect them with markets for their locally produced agricultural goods. Additionally, the organization provides consultation services for the establishment of local gastronomic points and the development of nature-positive businesses. The overarching aim is to foster a sustainable and conservation-focused environment that benefits both the natural landscape and the communities involved.

Primary role:

- Develop and implement the communication strategy for Travel Carpathia.
- Create specific communication materials, including brochures, offers, presentations, signage, menus, etc.
- Develop texts and messages for various campaigns.
- Generate content for social media accounts of Travel Carpathia
- Manage partnerships with content creators.
- Oversees media relations related to Travel Carpathia topics.
- Participate in organizing events that promote eco-tourism and green business in collaboration with the foundation team.
- Generate performance indicator reports.

- Identify, negotiate, and manage suppliers and partners for each assigned project.
- Handle budgeting and administrative aspects (contracts, agreements, etc.) of allocated projects.

Applicants should be able to demonstrate

- 5 years of previous high-level experience in communication.
- Strong copywriting skills.
- Project management expertise.
- Demonstrated portfolio of successfully executed projects and campaigns.
- Attention to detail while maintaining a holistic perspective.
- Results and impact-oriented with a proactive approach to problem-solving.
- Excellent communication and editorial skills, with persuasive abilities.
- Effective time management, organizational skills, and a strong sense of responsibility.
- Proficient in digital skills, including PC operation, MS Office, MailChimp, and social media platforms.
- High personal ethics, dedication to conservation, and a passion for nature.
- Possession of a valid driving license (Category B).