



## Vacancy Announcement- Regional Communications Manager

Free the Bears is an International NGO with a mission to protect, preserve and enrich the lives of the bears throughout the world. Working in partnership with national Governments and non-governmental organisations, Free the Bears currently oversees field programmes in Cambodia, Lao PDR and Vietnam, while also providing financial and technical support to collaborators in India and Indonesia.

Free the Bears is currently seeking applicants for the role of “Regional Communications Manager” to join our small yet dynamic regional support team.

### Key Objectives:

- Create awareness of FTB achievements amongst general public, with the objective of expanding the donor base, driving website visits & donations
- Communicate with and build loyalty amongst FTB fans and donors
- Provide communications support for FTB programs
- Guardianship of the FTB brand
- Internal communication and support

### Main Responsibilities Include:

- Creation and management of social media content (Facebook, Instagram, Youtube, Twitter)
- Developing and implementing PR campaigns and press releases, pitching to media and monitoring achievements
- Developing and implementing innovative marketing and communication ideas
- Writing and scheduling communications with members, donors and sponsors, including annual reviews, quarterly newsletter, e-news & sponsorship updates
- Maintaining and updating the FTB website, ensuring regular posting of new content and stories
- Communications support to FTB state groups
- Communications support to education and volunteer programs
- Presentations for government, potential donors & Board of Directors
- Other communications and brand support including educational signage & interpretive graphics

### Skills and competencies:

- Bachelors or advanced degree in Advertising/Communications or PR and/or relevant professional experience in this field
- Strong written and oral abilities
- Brand planning/management experience an advantage
- Leadership and project management skills
- Research and proof reading skills
- Sound experience developing, curating and monitoring social media content for an organisation

- Resident in ASEAN region or willing to relocate at own expense for frequent visits to field projects in Cambodia, Laos and Vietnam
- Self-starter capable of working with teams across various countries and cultures
- Experience with any or all of the following an advantage: working and living in Cambodia, Laos or Vietnam with language skills; online and social media marketing; photography and video production; database management, fund raising for NGOs; graphic design; web design

**Remuneration and Benefits:**

- Salary: Up to USD1,500 per month
- Group Health Insurance policy
- Paid annual flight to your country of origin following completion of your 1<sup>st</sup> year
- Travel expenses covered with accommodation provided at FTB project sites wherever possible

The Regional Communications Manager reports directly to the CEO of Free the Bears and interacts frequently with all staff from bear care teams to research students. This position is offered on an independent consultant basis, therefore the successful applicant can work from home or a coffee shop much of the time (when not on-site at our sanctuaries or joining bear rescues), with a monthly travel allowance to facilitate visits to our field programmes. **Salary will be based on experience and qualifications.**

Interested candidates should send a letter of interest and CV by email to Matt Hunt at [matt@freethebears.org](mailto:matt@freethebears.org) Feel free to also include examples of your work that you think will benefit your application.

For further information please see our website [www.freethebears.org](http://www.freethebears.org)