

Mellon/ACLS
PUBLIC FELLOWS PROGRAM 

Job Title:	Community Engagement Manager
Organization:	Rare
Location:	Arlington, VA
Stipend and Benefits:	\$68,000 annually with health insurance for the fellow, professional development funds, and relocation allowance
Start Date:	September 3, 2019

ORGANIZATION DESCRIPTION

Rare inspires change so people and nature thrive. Conservation ultimately comes down to people—their behaviors toward nature, their beliefs about its value, and their ability to protect it without sacrificing basic life needs. And so, conservationists must become as skilled in social change as in science; as committed to community-based solutions as national and international policymaking.

Over more than three decades, Rare has partnered with local organizations to run more than 400 behavior change projects in nearly 60 countries, promoting community-led adoption of solutions as diverse sustainable coastal fisheries management, fuel-efficient cookstove use, reciprocal water agreements, regenerative agriculture, recycling and waste management, wildlife demand reduction, and more. Rare's largest current program, Fish Forever, is an innovative global movement to transform coastal fisheries in Brazil, Indonesia, Mozambique, the Philippines and elsewhere.

Rare's Center for Behavior & the Environment was launched in 2017 to bring the best insights from behavioral science and design to tackle some of the world's most challenging environmental issues. Through partnerships with leading academic and research institutions, we are translating the science of human behavior into practical solutions for conservationists worldwide. We promote the adoption of the principles and practices of behavior-centered design by thousands of environmental leaders and practitioners around the world. To do this, we aim to create compelling evidence that behavior-centered design leads to better conservation outcomes, and to strengthen the ability of practitioners and leaders to apply its strategies and tactics in their own work. Learn more at www.rare.org.

POSITION DESCRIPTION

The Engagement Manager will have a skill in communications and a passion for connecting individuals to join the Center for Behavior & the Environment. Reporting to the Senior Director, Center for Behavior & the Environment, and working closely other team members, the Engagement Manager will be responsible for developing, executing, and managing the Center's online community of practice strategy. The manager will partner with Rare's Marketing and Communications team to develop the platform, and work across Rare's global teams to develop content that attracts and engages early members of this community.

Key duties and responsibilities:

Develop and manage an online platform to serve as a behavior and environment community of practice:

- Create a strategy for this virtual hub;

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- Develop metrics for monitoring and measuring the success of this community;
- Support the platform's design to create a positive user experience;
- Work across units and with external web contractors as needed; and
- Oversee platform communications and outreach.

Grow and engage a virtual community of users:

- Craft unique content to attract and engage a community of behavior-centered designers and conservationists;
- Provide regular updates on the successes and challenges of this platform;
- Manage day-to-day logistics of platform operations, such as responding to inquiries and reporting issues; and
- Identify and analyze patterns and trends in community activity and growth.

Communicate the qualities of successful community behavior change agents and their organizations:

- Interview key leaders across Rare's country teams;
- Analyze findings to identify trends and core qualities;
- Develop profile and other written communications describing the findings;
- Partner with Marketing and Communications to launch platform content; and
- Create strategy for integrating developed content and applying lessons learned.

QUALIFICATIONS

Required

- PhD in the humanities or humanistic social sciences;
- Demonstrated experience in engaging communities of individuals interested in similar issues;
- Ability to translate complex and theoretical ideas into practice;
- Strong written and oral communication skills;
- Strong project and people management skills;
- Ability to thrive in cross-functional team environments to build relationships across geographical distances, cultural communities, and up and down the organizational structure; and
- Commitment to Rare's mission and values, and a desire to work on important conservation and environment issues such as climate change, overfishing, sustainable agriculture, etc.

Preferred

- Experiencing managing community engagement through virtual and online systems;
- Experience with website content management software, such as Drupal or WordPress;
- Knowledge of and/or experience working on conservation and environmental issues; and
- Proficiency in one or more languages other than English, especially Spanish, Portuguese, Mandarin, Tagalog, or Bahasa Indonesian.

APPLICATIONS

- Information on the Mellon/ACLS Public Fellows Program:
www.acls.org/programs/publicfellows
- All applications must be submitted through the ACLS online application system (ofa.acls.org)
- Application deadline: March 13, 2019, 9 p.m. Eastern Daylight Time

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