



DIGITAL MEDIA & CREATIVE CONTENT SPECIALIST (Part-Time, Remote)

The Big Fish Initiative is an impact, trilingual campaign dedicated to the protection of Fish Spawning Aggregations and the sustainable management of commercial reef species that gather to reproduce in the Greater Caribbean and beyond. Through science, community engagement, and strategic communications, we work to support healthy fish populations, thriving coral reefs, and resilient coastal communities. The initiative brings together a collaborative network of more than 50 institutional partners – including organizations such as the IUCN, FAO's Spawning Aggregations Working Group, and the Bahamas Academy of Science (BAS) – working together to strengthen fisheries management, share knowledge, and support conservation efforts throughout the region.

Position Summary

The Big Fish Initiative communications team is looking for a motivated Digital Media & Creative Content Specialist to lead the development and management of digital content across our social media platforms, and digital platforms of IUCN's SG and The Bahamas Academy of Sciences. Reporting to the Campaign Director, this role combines storytelling, content creation, digital strategy, and audience engagement.

The ideal candidate is a strong writer and visual storyteller with experience creating compelling content that translates complex scientific information into accessible, engaging narrative. They are comfortable managing social media channels from strategy through execution, using analytics and platform insights to continuously improve performance and reach.

As the Digital Media & Creative Content Specialist, you will create and publish content, oversee social media planning and scheduling, monitor performance metrics, identify emerging trends, and help expand the visibility and impact of the Big Fish Initiative across digital channels, such as Instagram, Facebook, LinkedIn, Threads, and X.

We are an equal opportunity employer and strongly encourage applicants from all backgrounds and experiences to apply.

Essential Functions

- Manage the Big Fish Initiative's social media channels and develop strategies that increase engagement, audience growth, and brand awareness.
- Create compelling digital content, including written posts, short-form videos, graphics, and other multimedia assets that align with the campaign's voice and visual identity.

- Develop and maintain a social media editorial calendar that supports campaign priorities, announcements, events, and outreach efforts.
- Translate complex scientific research, fisheries management topics, and technical information into clear, accessible content for different target audiences.
- Continuously refine social media strategies by incorporating platform updates, emerging trends, audience insights, and industry best practices.
- Collaborate with the Campaign Director to establish performance metrics and evaluate the effectiveness of digital campaigns and content.
- Monitor and report on key performance indicators, helping achieve quarterly growth and engagement goals.
- Conduct regular social listening to identify opportunities to engage with relevant conversations, news, trends, and cultural moments.
- Stay informed about evolving digital media tools, technologies, and platforms, identifying opportunities to reach new audiences.
- Support collaborative campaigns, outreach initiatives, events, and special projects involving regional and international conservation organizations such as with the Bahamas Academy of Sciences (August - October), and IUCN's Specialist Groups (September).

Required Qualifications

- Spanish as a second language at minimum.
- Bachelor's degree or equivalent professional experience in Digital Media, Marketing, Journalism, Science communication, Communications, or a related field.
- Minimum of two (2) years of professional experience in digital media, marketing, journalism, communications, or content creation.
- Experience managing social media platforms, including content publishing, audience engagement, analytics, and reporting.
- Strong writing, editing, organizational, and project management skills.
- Proficiency with Google Workspace, Canva, Adobe Creative Cloud, and Frame.io.
- Highly self-motivated and resourceful, identify solutions independently, exercise sound judgement, anticipate challenges, meet deadlines, and manage multiple projects while working with minimal supervision in a remote environment.

Preferred Qualifications

- Three to five (3–5) years of experience in digital media, marketing, communications, or content production.
- Experience working in a nonprofit, conservation, institutional, or agency environment.
- Excellent written and verbal communication skills, with the ability to engage effectively with scientists, government officials, community stakeholders, and the general public.
- Graphic design skills, extensive knowledge of Canva and related platforms.

- After Effects knowledge is a plus.
- Experience producing and editing video content for digital platforms.
- Demonstrated ability to communicate scientific or technical information to non-technical audiences.
- Background in journalism, environmental communications, science communication, fisheries, marine conservation, or related fields.
- Fluent in Spanish
- Basic knowledge of French and Portuguese is a plus.

Position Details

- Freelance, Remote.
- This position may range from part-time to full-time during peak campaign periods (August – November).
- Compensation: USD 2,400–\$5,000 per month, based on hours (part-time to full-time).
- Onboarding August 3. Starting August 17.

How to apply

Please submit a CV, a short cover letter describing relevant experience, and samples of your work to BigFishInitiative@belugasmile.com.