



Campaign Strategist

**UN Universal Declaration of the Rights of Nature Initiative
Civil Society, Public Engagement, and Strategic Partnerships Lead
Job Description**

Position Overview

forNature is seeking a **Campaign Strategist** to lead the civil society, movement-building, public engagement, and strategic partnership dimensions of the initiative to advance a **United Nations Universal Declaration of the Rights of Nature** under the collaboration framework between **forNature** and the **Ministry of Environment of the Republic of Panama, MiAMBIENTE**.

This role will focus on mobilizing civil society organizations, Rights of Nature leaders, environmental advocates, Indigenous and community-led organizations, youth networks, legal experts, and allied movements around the opportunity created by Panama's leadership in bringing this initiative to the United Nations.

The Campaign Strategist will also support engagement with businesses, private-sector allies, philanthropic actors, and values-aligned partners that can help build visibility, legitimacy, and momentum for the initiative. The role requires strong campaign experience, coalition-building skills, political sensitivity, and the ability to coordinate across movement, institutional, and public-facing spaces.

Civil Society Strategy and Coalition-Building

- Lead the civil society engagement strategy for the UN UDRoN initiative.
- Identify, map, organize, and mobilize civil society organizations and movement leaders that can support the initiative.
- Help build and steward a broad coalition of organizations and advocates committed to advancing the Rights of Nature at the international level.
- Ensure that civil society participation strengthens and complements Panama's leadership and the formal diplomatic process.
- Support outreach to Rights of Nature organizations, environmental justice networks, Indigenous and community-led organizations, legal advocacy groups, youth networks, climate and biodiversity organizations, academic and expert networks, and other aligned civil society actors.
- Create clear pathways for civil society organizations to engage through endorsements, amplification, policy support, country delegation outreach, public campaigns, events, and coordinated advocacy moments.

Stakeholder Mapping and Relationship Management

- Develop and maintain a civil society and partner mapping system to track relevant organizations, key contacts, areas of expertise, geographic focus, Rights of Nature experience, level of engagement, and potential contributions to the initiative.
- Coordinate outreach and follow-up with key civil society organizations, allied networks, business contacts, and strategic partners.
- Support relationship management with priority partners and ensure that engagement remains organized, respectful, and responsive.
- Prepare and maintain outreach materials, including introductory emails, partner briefings, FAQs, engagement templates, call notes, and follow-up messages.
- Track relevant partner intelligence, including country-level opportunities, potential diplomatic openings, movement priorities, public positioning risks, and connections to governments or country delegations.

Business and Private-Sector Engagement

- Support outreach to values-aligned businesses, business leaders, philanthropic actors, and private-sector allies.
- Identify opportunities for business engagement that are consistent with the values of the Rights of Nature movement, the integrity of the initiative, and the political sensitivity of a United Nations process.
- Support the development of business-facing materials, including briefing notes, talking points, engagement decks, partnership summaries, and follow-up materials.
- Help frame private-sector participation in a careful and appropriate way.
- Manage business relationships in close coordination with forNature leadership, the Project Coordinator, and communications teams.
- Identify business voices that may support public visibility, private diplomacy, strategic amplification, or broader public engagement for the initiative.

Campaign Planning and Public Mobilization

- Help design and implement public-facing campaign strategies to build awareness and support for the UN UDRoN initiative.
- Develop campaign plans, calendars, activation moments, outreach timelines, and partner engagement strategies.
- Coordinate moments of collective action, including sign-on letters, endorsement campaigns, public statements, digital activations, civil society briefings, webinars, events, and partner amplification moments.
- Support the development of partner toolkits and campaign materials.
- Work closely with the Designer and Digital Communications Specialist to translate campaign strategy into strong visual and digital assets.
- Ensure campaign activities are aligned with institutional milestones, diplomatic strategy, communications priorities, and public engagement opportunities.

Coordination with Institutional, Diplomatic, and Communications Strategy

- Ensure civil society, business, and public engagement efforts are aligned with the broader diplomatic and institutional strategy for the initiative.
- Coordinate closely with the Project Coordinator to ensure campaign activities are appropriately timed and integrated into the overall initiative workplan.
- Collaborate with forNature, MiAMBIENTE communications representatives, PR specialists, and the Designer and Digital Communications Specialist to ensure public-facing materials reflect agreed messaging and institutional protocols.
- Support preparation of civil society inputs, partner summaries, outreach updates, and strategic recommendations that may inform the broader initiative.
- Maintain political sensitivity in all campaign and partner engagement activities, ensuring public engagement strengthens rather than complicates the formal process led by Panama.

Messaging and Materials

- Help develop campaign messaging that clearly communicates the purpose, urgency, and opportunity of the UN UDRoN initiative.
- Support the creation of campaign briefs, talking points, FAQs, partner toolkits, endorsement language, outreach messages, social media copy, and public narratives.
- Ensure materials reflect the broader Rights of Nature movement, acknowledge existing civil society leadership, and communicate the importance of this initiative in a way that is accessible to different audiences.
- Coordinate with the communications and design team to develop compelling and useful materials for civil society, businesses, public audiences, and institutional partners.

Qualifications and Experience

The ideal candidate will have:

- Experience designing or implementing advocacy campaigns, public engagement strategies, or coalition-building efforts.
- Strong understanding of civil society networks, social movements, and public-facing advocacy.
- Familiarity with one or more of the following areas: Rights of Nature, environmental advocacy, climate justice, biodiversity, Indigenous rights, international policy advocacy, legal advocacy, or public campaigns.
- Experience engaging diverse stakeholders, including civil society organizations, businesses, philanthropic actors, public institutions, international partners, and movement leaders.
- Strong written and verbal communication skills in Spanish and English.
- Ability to translate complex legal, political, or diplomatic initiatives into accessible public-facing messages.

- Experience managing partner outreach, stakeholder databases, campaign calendars, public activations, or coalition communications.
- Strong political judgment, discretion, and ability to navigate sensitive institutional and movement dynamics.
- Commitment to the integrity of the Rights of Nature movement.
- Respect for Indigenous leadership, territorial knowledge, and diverse civil society voices.
- Ability to work collaboratively with communications, design, legal, diplomatic, and operational teams.

Work Modality and Reporting

- Coordinate regularly with forNature’s designated lead, the Project Coordinator, Designer and Digital Communications Specialist, and relevant communications and PR specialists from forNature and MiAMBIENTE.
- Participate in strategy calls, campaign planning meetings, stakeholder mapping processes, communications reviews, and coordination meetings as needed.
- Provide regular updates on civil society engagement, partner outreach, business engagement, campaign opportunities, risks, sensitivities, and upcoming priorities.
- Maintain organized records of outreach, partner engagement, campaign materials, contact lists, meeting notes, and follow-up actions in the appropriate shared systems.
- Remain available for time-sensitive assignments related to campaign launches, partner engagement, public statements, digital activations, events, and urgent strategic opportunities.
- Perform the role as an independent contractor while remaining aligned with the project priorities, timelines, and coordination structures established by forNature.

Location and Compensation

This is a full-time position, ideally based in Panama. Candidates based elsewhere in the Americas may also be considered, provided they are able to work within U.S. Eastern Time Zone hours.

Compensation will be based on the candidate’s location, qualifications, and years of relevant experience. The final package will reflect the scope of the role, including accounting, administrative, and compliance responsibilities, and may vary depending on whether the selected candidate is based in Panama, the United States, or another eligible location in the Americas.

How to Apply

Interested candidates should submit the following materials:

- CV or resume
- Brief cover letter in English or Spanish

Applications will be reviewed on a rolling basis until the position is filled. Materials should be sent to info@fornature.org with the subject line: **Application – Campaign Strategist**.

forNature is an equal opportunity employer. We value a diverse and inclusive workplace and do not discriminate on the basis of race, color, religion, sex, gender identity, sexual orientation, national origin, age, disability, or any other legally protected status. Women, Indigenous professionals, and people from historically marginalized communities are strongly encouraged to apply.