



Designer and Digital Communications Specialist

Job Description

Position Overview

forNature is seeking a **Designer and Digital Communications Specialist** to support the initiative to advance a **United Nations Universal Declaration of the Rights of Nature (UN UDRoN)** under the collaboration framework between **forNature** and the **Ministry of Environment of the Republic of Panama, MiAMBIENTE**. The role also aims to support the broader vision of forNature beyond the UN UDRoN initiative.

This role will be mainly responsible for designing high-quality materials for the initiative and supporting forNature's digital communications related to the campaign. The Designer and Digital Communications Specialist will work closely with the Project Coordinator, Campaigner, forNature team, MiAMBIENTE communications representatives, and PR specialists from both forNature and MiAMBIENTE to ensure that all materials are visually strong, strategically aligned, and consistent with the initiative's messaging and institutional context.

This role requires strong design skills, digital communications experience, attention to detail, bilingual capacity, and the ability to translate complex legal and diplomatic concepts into clear and engaging visual materials.

Key Responsibilities

Design of Initiative Materials

- Design core visual materials for the UN UDRoN initiative, including briefs, concept notes, presentations, social media graphics, infographics, one-pagers, event materials, partner toolkits, campaign assets, and other materials as needed.
- Ensure all materials are visually clear, professionally designed, accessible to diverse audiences, and aligned with the initiative's strategic messaging.
- Create materials for different audiences, including government representatives, civil society organizations, businesses, international partners, donors, media, and public audiences.
- Translate complex ideas related to the Rights of Nature, international law, ecological governance, and United Nations processes into clear and engaging visual materials.

Digital Communications and Content Support

- Support forNature’s digital communications related to the UN UDRoN initiative, including social media content, website updates, newsletters, and digital campaign materials.
- Help prepare and organize content for forNature’s digital channels in coordination with the forNature team and PR specialists.
- Support the development of content calendars, digital campaign plans, social media templates, post copy, and publication workflows.
- Ensure digital communications are timely, accurate, visually consistent, and aligned with institutional approvals and campaign priorities.

Coordination with Communications and PR Teams

- Coordinate closely with PR specialists from both MiAMBIENTE and forNature to ensure that design and digital communications materials reflect agreed messaging, visual standards, and institutional protocols.
- Work with the Project Coordinator and Campaigner to ensure that communications materials are delivered on time and aligned with civil society engagement, business outreach, institutional milestones, and public campaign moments.
- Support the review and revision process for communications materials, incorporating feedback from relevant actors accurately and efficiently.
- Maintain organized design files, templates, working drafts, final materials, and version-control systems.

Brand Alignment and Visual Identity

- Help maintain a consistent visual identity for the initiative, including appropriate use of forNature, MiAMBIENTE, and partner branding where applicable.
- Develop or apply design templates that can be used across presentations, briefs, social media graphics, campaign materials, and event assets.
- Adapt materials appropriately for print, digital, social media, presentation, website, and partner use.
- Apply strong judgment when working with logos, institutional identities, partner recognition, and sensitive political or diplomatic materials.

Campaign, Partner, and Event Support

- Design campaign and partner-facing materials such as toolkits, quote cards, social media packs, endorsement graphics, digital banners, invitations, and amplification materials.
- Support the creation of materials for civil society organizations, businesses, and allied partners to help them understand and amplify the initiative.
- Design materials for events, briefings, meetings, and public moments, including slide decks, speaker graphics, backgrounders, one-pagers, visual summaries, and social media assets.

- Remain responsive to rapid design needs related to high-level meetings, diplomatic engagements, civil society briefings, campaign launches, and public announcements.

Qualifications and Experience

The ideal candidate will have:

- Strong experience in graphic design, digital communications, visual storytelling, or campaign communications.
- Demonstrated ability to design professional materials for advocacy, nonprofit, environmental, government, or international initiatives.
- Experience creating materials for social media, websites, presentations, campaigns, events, and partner toolkits.
- Strong command of design tools such as Adobe Creative Suite, Canva, Figma, InDesign, Illustrator, Photoshop, or similar platforms.
- Experience supporting digital content calendars, social media assets, website content, newsletters, or campaign communications.
- Strong writing and editing skills in Spanish and English.
- Ability to translate complex legal, environmental, policy, or diplomatic concepts into clear and visually compelling materials.
- Strong attention to detail, file organization, version control, and responsiveness to feedback.
- Experience working with multiple brands, institutional partners, communications teams, or approval processes.
- Sensitivity to political, diplomatic, intercultural, and movement-facing communications.
- Respect for Indigenous leadership, the Rights of Nature movement, and the broader ethical framing of the initiative.

Work Modality and Reporting

- Coordinate regularly with forNature’s designated lead, the Project Coordinator, the Campaigner, and communications and PR specialists from forNature and MiAMBIENTE.
- Participate in communications planning calls, design review meetings, campaign coordination meetings, and content planning processes as needed.
- Provide regular updates on the status of design deliverables, digital communications assets, pending approvals, upcoming deadlines, and any bottlenecks requiring decision or escalation.
- Remain available for time-sensitive design and communications needs related to public announcements, campaign activations, partner engagement, events, and institutional milestones.
- Maintain organized files and ensure that final materials, working drafts, templates, and source files are stored in the appropriate shared systems.
- 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

This is a remote role ideally based in Panama or in Eastern Time Zone

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 – Designer**.

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.