



Pronatura is a Mexican non-profit organization whose mission is to conserve flora, fauna, and priority ecosystems while promoting the development of society in harmony with nature.

February, 2010

JOB OPENING

Position: Tourism for Conservation Coordinator

Location: Pronatura Veracruz, A.C., Coatepec, Veracruz

Closing date for receiving resumes: March 8th, 2010

Starting date: March 16st, 2010

Contract period: 12 months (with the possibility of extension)

Salary: Depending upon skills, experience, and demonstrated performance, between \$800 USD and \$1,100 USD per month, tax free.

JOB DESCRIPTION

The tourism for conservation coordinator will be responsible promoting and organizing the Veracruz River of Raptors Tours (bird watching, natural history and butterflies tours). These tours will focus mainly with foreign tourist.

English fluency is required as well as life experience in the United States.

The successful candidate will have strong public relations skills, be extremely well organized, and be ready at all times to coordinate with specialized travel agency representatives, tour leaders for nonprofit organizations and individual tourists. Therefore, Pronatura Veracruz seeks a professional with business and tour group management experience, and with experience in natural activities, specially birding.

RESPONSIBILITIES

a) General goal:

1. Maintain and Improve the Veracruz River of Raptors Tours (quality, quantity and earnings), ensuring first-rate services to specialized travel agencies and tourists groups from different sources, as well as individual tourists as a source of funds and promotion for the Conservation Projects of the Program VRR.

b) Specific Objectives:

1. Promote tourism for conservation initiatives by maintaining and increasing the number of groups and individual tourists who visit Veracruz through Pronatura or its associates.
2. Ensure a high quality experience for tour participants, regardless of their origin, in order to encourage subsequent visits.
3. Maintain and expand relations with service providers.

c) Activities:

1. Plan, prepare, and execute tourism for conservation activities.
2. Be in constant communication with travel agency representatives, non-profit organizations, and independent tourists.
3. Make reservations and coordinate first-class service with tourism service providers (hotels, transportation, and restaurants).
4. Design itineraries.
5. Prepare materials for tourists.
6. Coordinate materials, itineraries, communication, safety and performance of tour guides hired by Pronatura for its tours.
7. Facilitate and be in charge of receiving payments, paying service providers, manage income and expenses of the program.
8. Coordinate the improvement of tourism infrastructure in the zones of Cansaburro, Chichicaxtle, Cardel, and nearby sites.
9. Design and follow up on the program's business plan.
10. Supervise services that have been contracted to assist tourism for conservation activities.
11. Design and develop Pronatura publicity materials (leaflets, brochures, newsletter, etc.).
12. Educate and train volunteers in subjects related to tourism for conservation (e.g., group management, logistics).
13. Edit articles for publication in English and Spanish.
14. Coordinate the publication of materials supporting tourism for conservation in the region.
15. Prepare reports, articles, and other materials in support of the program's outreach and performance.
16. Participate in writing for and maintaining the website of Pronatura Veracruz, with an emphasis on increasing its value as publicity tool for Pronatura and its tours.
17. Coordinate the design and production of promotional products for sale to tourists (e.g., t-shirts and other souvenirs).
18. Assist in the publication of the newsletter as required.
19. Collaborate in the preparation of administrative and technical reports.
20. Participate in other activities of a technical, logistic, and administrative character, as they arise.

QUALIFICATIONS

- At least two years of experience in tourist group management.
- Being an experienced birder or at least having the basic knowledge and willingness to quickly learn about the birds of Mexico and, specially, Veracruz.

- Demonstrated entrepreneurial spirit.
- Interest in biodiversity conservation.
- Basic knowledge of natural sciences.
- Bilingual and bicultural (English – Spanish). Preferred native language: English, with life experience in the United States.
- Must like the outdoors, be adaptable and responsible.
- Skilled in public relations.
- Trained and experienced in editing and publishing technical documents, and in clearly and effectively communicating them.
- Proficient in the use of word processing programs, spread sheets, presentations, and information management (MS Word, Excel, Power Point, Access).
- A high level of social responsibility.
- Capacity to work in a team as well as independently to resolve complex problems.
- Capacity to work efficiently under the pressure of deadlines, other restrictions, and numerous simultaneous tasks.
- Management know-how.
- Knowledge of basic first-aid.
- Initiative and creativity.
- Flexible, pro-active, and self-starting.

Performance evaluations will be based on internal and external criteria of on-the-job efficiency and responsibility. Salary according to experience and qualifications. Range: \$800 USD to \$1,100 USD per month, tax free.

Interested parties should send their resume (preferably in English), a letter of intent at least one page in length, and three references with email addresses to Martín Peñaloza: mpenaloz@pronaturaveracruz.org and emartinez@pronaturaveracruz.org

We will not notify you upon receipt of your documents, but on March 9th Pronatura will initiate an internal selection process under the responsibility of a committee made up of staff from the offices of Pronatura Veracruz, A.C. We will communicate with all eligible candidates between March 9th and 12th.

PRONATURA VERACRUZ, A.C.

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