Social Media Executive

“In the past century FFI has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough,
FFI Vice-president
Fauna & Flora International

Fauna & Flora International (FFI) saves species from extinction and habitats from destruction, while improving the livelihoods of local people. Our guiding principles are to work through local partnerships, act as a catalyst for change, make conservation relevant, and base decisions on sound science. Founded in 1903, FFI is the world’s longest established international conservation body; our conservation work, and impact, spans the globe.

Communications Department

This is an exciting time to join our growing communications team. FFI’s Business Plan sets out ambitious goals for increasing our profile and influence, recognising the importance of communications not only for income generation but also as a key ingredient of conservation success. You will be joining a highly skilled and supportive team and will also work closely with the wider development team and colleagues across the organisation to achieve our shared mission of protecting the world’s threatened species and ecosystems.

The Opportunity

We are seeking an experienced social media professional to continue to develop and grow FFI’s profile across social media channels. This is an exciting role, with the chance to use your skills to make a real difference to FFI as we strive to protect threatened species and habitats around the world.

With significant experience of working in social media, you will understand how to develop content and communicate stories in an engaging way, and build a strong following for the organisation across social media platforms and with different audience groups. You will have a passion for social media, while understanding the opportunities and challenges that this discipline entails.

You will enjoy working in a dynamic and fast-paced environment, where the ability to respond swiftly to changing organisational and team needs is paramount. In return, we offer the opportunity to work for a ground-breaking organisation at the forefront of global conservation, with generous pension contribution, attractive annual leave allowance, and life insurance.

Our offices are located in The David Attenborough Building in central Cambridge, just a few minutes’ walk from glorious historic buildings and museums, the picturesque River Cam, the central market and shopping centre, and a host of cafés and restaurants.
Terms and Conditions

Start Date: As soon as possible
Duration of Contract: Permanent
Probation Period: Six months
Salary: Circa £34,000 per annum
Location: Fauna & Flora International, Cambridge, UK
Current policy offers partial remote working within the UK.

Benefits: 25 working days' annual holiday entitlement plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time FFI UK offices are closed.

For employees on UK-based contracts, FFI currently provides a pension contribution of 8% of salary after 3 months' continuous employment.

Group Life insurance, currently set at a benefit of 4 x basic salary.

Hours of Work: This is a full-time position working 37.5 hours per week, Monday-Friday inclusive.

Job Description

Job Title: Social Media Executive
Reporting to: Website Manager
Key Relationships: Communications Team
Digital Marketing Team
Fundraising Teams
Programme Teams
External agencies and consultants

Purpose:
The Social Media Executive has the responsibility for raising the profile and reach of the crucial work of FFI and supporting fundraising efforts by managing our social media channels. They will bring experience and passion to the task of engaging and growing our social audiences. They will balance communicating the urgency of our mission with optimism about the positive impact our supporters can make, developing followers who are receptive to funding asks and amplify our message.

They will be insightful in selecting and preparing clear and effective copy, image and video for our
social media platforms, remaining sensitive to how content should be tailored to different platforms, while confident in maintaining a cohesive voice and brand.

Social content will be well coordinated with other communication and digital marketing activities, while keen to innovate unique content campaigns that play to the strengths of social channels.

General responsibilities:

- Manage FFI’s social media channels
- Develop the reach and impact of FFI’s social media channels
- Select, edit and prepare text, photographic, video and audio content
- Engage with and respond to our audience of supporters directly
- Support FFI’s digital marketing effort by coordinating with its fundraising team
- Support, develop and coordinate both internal and external influencers and spokespeople
- Contribute to strategy and setting metrics for performance of social and onward journeys to the FFI website
- Assess the effectiveness of channels and content using analytics, industry research and competitor analysis in order to improve effectiveness
- Anticipate changing trends and new opportunities in social media
- Regularly report on content and channel performance

Specific duties:

- Actively manage organic content for FFI’s current social media channels – Twitter, Facebook, Instagram and LinkedIn
- Develop and deliver regular content and one-off campaign planning coordinating with rest of the Communications team
- Take a lead on community management working closely with digital marketing team
- Manage FFI’s social media response to press stories and crisis communications working with the Media Relations Manager
- Lead and manage FFI staff engagement with social media including internal spokesperson development, contributing to FFI’s social media policy and discretionary guidance on best practices for project and personal account use
- Lead on FFI social media engagement with key external influencers and ambassadors
- Manage partnerships with other organisations to amplify our reach and harness opportunities
- Identify and manage opportunities to use paid social boosting and ads in coordination with Communications and Fundraising staff
- Develop and report on key metrics for social content and platform performance
- Regularly assess new platform and content opportunities, industry and competitor trends and practices
- Occasionally assist with the production of other Communications content, e.g. website articles
- Contribute to Communications budget discussions and manage a credit card for social media expenses
## Person Specification

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Skills</strong></td>
<td>• Excellent content creation skills</td>
<td>• Working knowledge of Sprout Social or HootSuite, Canva, Adobe Suite</td>
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<td>• Excellent content planning skills</td>
<td>• Working knowledge of Google Analytics and Data Studio</td>
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<td>• Ability to grow the reach and impact of social media channels</td>
<td>• Working knowledge of WordPress and other CMS</td>
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<td>• Ability to cultivate an engaged following across channels</td>
<td>• Working knowledge of monday.com, Jira or Trello for content planning</td>
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<td>• Confident understanding of what makes compelling content</td>
<td>• Working knowledge of Ad management on Meta, Twitter and Google</td>
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<td>• Ability to communicate complex concepts in an engaging way</td>
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<td>• Strong proofreading skills</td>
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<td>• Ability to stay up to date with industry best practice and adjust activity</td>
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<td><strong>Knowledge and experience</strong></td>
<td>• Substantial proven experience in social media management, managing multiple channels</td>
<td>• Working knowledge of managing LinkedIn, YouTube or TikTok accounts</td>
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<td>• Experience managing content and community on FaceBook, Twitter and Instagram</td>
<td>• A degree or vocational qualification in a relevant discipline</td>
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<td>• Experience of developing and delivering against social media strategies and plans</td>
<td>• Experience of working in the conservation sector, or possessing a good understanding of conservation issues</td>
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<td>• Experience of identifying and successfully engaging target audiences, and growing numbers of followers and level of engagement</td>
<td>• Working closely with fundraising teams</td>
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<td>• Experience of community management</td>
<td>• Managing media and crisis communications</td>
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<td>• working with partners, ambassadors and other influencers</td>
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<td>• Working with external agencies</td>
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<td>• Understanding the changing opportunities that social platforms present as they develop</td>
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<td>• Experience of developing skills and capability internally</td>
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<td>• Experience of managing budgets</td>
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| Behavioural qualities | • Creative and resourceful  
| Build positive relationships internally and externally  
| Team oriented  
| Self-motivated and driven by results  
| Able to remain calm and professional when under pressure  
| Analytical approach to assessing success of work  
| Drive to keep up to date with industry best practice and identify new opportunities  
| Exemplary patience and professionalism when representing FFI on its communication platforms |

| Other | • Commitment to FFI’s values and mission  
| Occasional flexible work outside normal hours may be required to respond to media opportunities or crises. |

**FFI Values**

Values underpin who we are and how we act. Just as values shape who we are as individuals, they define us as an organisation, creating the culture of success for which Fauna & Flora International (FFI) is renowned. Our people exemplify our shared values, which are interconnected and interdependent:

- We act with integrity
- We are collaborative
- We are committed
- We are supportive & respectful
- We get things done

**How to Apply**

Applications should consist of the following:

- Covering letter confirming your interest and explaining how your experience and skills relate to the role
- Full CV
- Contact details for two referees (who will not be contacted without your permission)

Applications should be sent to commsrecruitment@fauna-flora.org

Please mark your application **Social Media Executive** and indicate where you saw this position.
advertised.

The closing date for applications is **Wednesday, 27 July 2022**. Interviews are likely to be take place on **Thursday, 4 August 2022**. Candidates selected for interview will be contacted by email or telephone after the closing date.

Regrettably, due to limited resources, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

**Applicants with Disabilities**

FFI encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, HR Adviser, FFI, on Tel: +44 (0)1223 749044 or Email: jade.bedwell@fauna-flora.org.

FFI values diversity and is committed to equality of opportunity