Digital Marketing 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.

Fundraising Team

The FFI Fundraising team currently consists of around 30 individuals split into three sections – Supporter Development, Major Donors and Trusts & Foundations. The digital marketing team (including this role) sits within the Supporter Development section, which focuses on raising unrestricted income from the general public. We work closely with FFI's Communications team on online communications, working to ensure FFI's brand reputation is protected. Our income targets are bold and ever-increasing, making it a dynamic and ambitious environment.

The Opportunity

FFI's digital marketing is growing rapidly. Four years ago, we raised virtually nothing online, but we've been able to grow that to over £2.2 million revenue last year. The digital marketing team, currently 4 people, have huge aspirations to grow that even further.

You will be responsible for managing our social media advertising and online community fundraising, which together generate around £800k annual of donations. We create and edit all of our ads in house which this role will be responsible for, alongside managing our growing community of social media donors. This role will also have a key part to play in our TV, e-commerce and international filming projects - all of which are relatively new and growing rapidly.

This is an ideal opportunity for someone with substantial experience in digital marketing and video editing who wants to work in a growing and highly ambitious team. There are plans for this role to recruit and line manage a new role from mid-2023, so it presents a good opportunity for someone looking for their first experience in line management.

You will need to be confident presenting to and writing for the public, have demonstrable video editing skills and have an excellent creative capacity. You will need to be calm under pressure, able to handle tight deadlines and be resilient to taking on feedback about your creative work. Most importantly, you will need to be ambitious to grow a marketing program that is still in its early phases.

In exchange this role offers the chance to work in a team that is rapidly growing in size, targets and ambition. You will be able to evolve your career in an exciting and rewarding environment, while having a significant and demonstrable impact on saving the planet.

Additionally, FFI offers a 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 £32,000 per annum

Location: Fauna & Flora International, Cambridge, UK
Current policy offers partial remote working from 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: Digital Marketing Executive

Reporting to: Digital Marketing Manager

Key Relationships: Digital Marketing Officer
Digital Marketing Assistant
Social Media Executive
Digital Communications Executive
Digital Assets Officer

Purpose:
You will be responsible for managing FFI’s social media marketing and community fundraising, while supporting on other areas of fundraising such as TV creatives.
**Responsibilities**

**Social media marketing**
- Working closely with the Social Media Executive, manage FFI’s social media fundraising, primarily across Facebook and Instagram
- Assess new social media fundraising opportunities and plan FFI’s approach to using new platforms alongside the Social Media Executive e.g. TikTok
- Create a constant stream of video and static adverts for all social media channels to ensure FFI is ‘always on’ in these mediums. This will include:
  - Planning advert content/narrative
  - Storyboarding adverts alongside the Digital Marketing Manager
  - Sourcing stock and archive footage/images alongside the Digital Assets Officer
  - Working with the Digital Marketing Officer to create copy for the advert and accompanying text
  - Creating the advert in Adobe After Effects and Premier Pro
  - Planning budgets & audiences both independently and alongside FFI’s digital media agency
  - Ensuring ads go live
- Monitor social media adverts continuously, and manage when they should be paused, optimised and restarted.
- Create ad variants optimised for international markets
- Develop new approaches to social media marketing for FFI, such as lead generation, legacies and value exchange.
- Working with Social Media Executive, contribute to FFI’s community management on all fundraising adverts

**Community Fundraising**
- Manage FFI’s online community fundraising through social media platforms alongside the Social Media Executive
- Create and manage virtual fundraising events throughout the year, including:
  - Planning event themes
  - Creating ads for event recruitment
  - Creating and managing groups on social media to steward fundraisers.
  - Partaking in event challenges and posting updates of yourself doing them in the groups
  - Hosting Facebook lives during the event
  - Managing free incentive design and fulfilment for fundraisers - normally free t-shirts
  - Managing software used for virtual events - currently Funraisin
- Regularly evaluate and report on community fundraising results, and innovate solutions to improve performance

**Further digital marketing**
- Support FFI’s TV activity, feeding in from a creative perspective
- Support the development of FFI’s weekly lottery
- Assist other fundraising teams with video editing when required and work with the Digital Assets Officer and Digital Communications Executive to develop a shared approach to video
- Support the Digital Assets Officer in maintaining a healthy image and video assets library
- Support FFI’s t-shirt design process
- Work closely with the Digital Communications team to ensure organic and fundraising content on social media is well aligned.
• Pro-actively monitor emerging digital marketing trends

**Additional**

• Proactively work to grow digital marketing’s profile within FFI
• Build networks throughout FFI (both UK and internationally) with key conservation members of staff, to ensure social media adverts are representative of the organisation’s work
• Support the Digital Marketing Manager with managing budget planning, setting, phasing and reporting of annual budget

Duties may be altered, reasonably added or delegated from time to time to reflect changes within the organisation’s activities and structure.

**Person Specification**

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Skills</strong></td>
<td>• Demonstrable video editing skills using After Effects and Premier Pro</td>
<td>• Experience with Google Analytics</td>
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<td>• Social media marketing software skills, particularly Meta ads</td>
<td>• Experience with community management for a non-profit</td>
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<td>• Project management skills</td>
<td>• Video asset management skills</td>
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<td>• Fluency in English</td>
<td>• Website marketing skills</td>
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<td>• CRM database skills, ideally Salesforce or ThankQ</td>
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<td>• Be confident and engaging when speaking to camera</td>
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<td>• Fluency in another language</td>
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<td><strong>Knowledge and experience</strong></td>
<td>• Substantial experience working in a marketing or communications team</td>
<td>• Line management experience</td>
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<td>• Experience hitting sales or donation targets in an online space</td>
<td>• Experience running community event programmes</td>
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<td>• Understanding of conservation</td>
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<td>• Experience of celebrity marketing</td>
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<td>• Experience working on TV ad campaigns</td>
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<td>• Knowledge of data regulations, particularly PECR and GDPR</td>
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<td><strong>Behavioural qualities</strong></td>
<td>• Creativity and innovation</td>
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<td>• Good attention to detail</td>
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<td>• Proactively builds positive organisational relationships</td>
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<td>• Ambitious to grow your career</td>
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<td>• Good team player</td>
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<td><strong>Other</strong></td>
<td>• Commitment to FFI’s values and empathy with our mission</td>
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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
- An attached or link to a video you have recently created/edited (ideally an advert). Please indicate what your specific role in the creation of this video was.
- Contact details for two referees (who will not be contacted without your permission)

Applications should be sent to mark.todd@fauna-flora.org

Please mark your application ‘Digital Marketing Executive’ and indicate where you saw this position advertised.

The closing date for applications is Sunday, 27 November 2022. Applicants will be shortlisted to complete a task, which will then be used to select candidates for interviews. Interviews are likely to be held during the week commencing 5 December 2022. Candidates selected for interview will be contacted by email or telephone after the closing date. Previous candidates do not need to re-apply.

Regrettably, due to limited resources and the high number of applications we receive, 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