Social Media Content & Community Intern

“In the past century Fauna & Flora 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, Fauna & Flora Vice-president
Fauna & Flora

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

Communications Team

The Fauna & Flora Communications team are responsible for growing the profile of the organisation and using effective communication strategies to help meet specific organisation-wide objectives. The Social Media team (which you will be part of) sits within Communications and plays a vital role in engaging supporters, donors and policymakers.

This is an exciting time to be joining the Fauna & Flora Communications team. The organisation’s new strategy 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 gain experience working 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

In 2023 Fauna & Flora will be substantially increasing our volume and quality of social media content to reach new audiences, engage the general public, and raise brand awareness – ultimately leading to more donations and engagement. Key to this is launching our TikTok account, which will need high quality and consistent video content. The purpose of the role is to help create more social media content in different formats, aimed at different key audiences on each platform. During this internship you will gain valuable experience maintaining social media channels for an international conservation organisation and make a real difference knowing you’re helping to protect the diversity of life on our planet. You will use your understanding of different functionality of social media platforms to get to know which content and formats work best for different platforms and to different audiences. You will support the launch of a new channel (TikTok) which will see Fauna & Flora engaging a brand-new audience with unique content. In return, you will gain an understanding of how a social media team works collaboratively within a communications team, to elevate cross-organisational content on multiple platforms. You will learn how to effectively analyse content using platform statistics and social media management tools. You will also learn effective storytelling, by telling the story of Fauna & Flora’s work to different key audiences in different formats.

Note that this internship has been designed to create a professional development opportunity for people who are new to the conservation sector. Therefore, applicants should have less than two years’ paid or unpaid experience in the conservation sector (not including academic work).
**Terms and Conditions**

**Start Date:** September 2023

**Duration of Contract:** 3 months

**Probation Period:** 4 weeks

**Salary:** £20,320 per annum

**Location:** Fauna & Flora, 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 Fauna & Flora UK offices are closed.

- 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

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**Job Description**

**Job Title:** Social Media Content & Community Intern

**Reporting to:** Social Media Manager

**Key Relationships:**

- Website Manager
- Digital Communications Manager
- Digital Marketing Manager
- Digital Assets Officer
- Communications Assistant

**Purpose:**

The purpose of the role is to help create more social media content in different formats, aimed at different audiences. This internship will provide experience and insight into creating engaging social content that meets strategic objectives while working with other Communication and Fundraising roles to support broader campaigns and coordinated efforts.

**Specific Duties:**

- Support the Social Media team with the management of communities across our social media channels
- Schedule content via our social media management tool
• Working with the Social Media Manager, assess content performance and draft social media reports
• Contribute to TikTok video planning, including trend watching and video creation
• Create content for specific platforms as assigned by Social Media Manager

Other duties:
• Contribute to content planning meetings

Person Specification

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<th>Desirable</th>
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**Skills**

- Excellent written communication skills in English
- Understanding of different social media channels
- Basic understanding of social media trends
- Video editing experience (in-platform)
- Layout and image preparation for social media using Canva or similar tools

- Ability to use social media management tools, such as Hootsuite or Sprout
- Experience using video editing software

**Knowledge and experience**

- Experience posting consistently on social media platforms for an organisation and/or as a content creator
- Experience writing for different audiences in more than one medium

- Understanding of how to read social media analytics and determine what ‘success’ looks like

**Behavioural qualities**

- Highly creative and self-motivated
- Ability to work collaboratively within a team
- Excellent time management and organisation skills
- Enthusiastic with a strong interest in conservation

**Other**

- Less than two years’ paid or unpaid experience in the conservation sector (not including education)
- Interest and empathy with the mission and values of Fauna & Flora
- Pre-existing right to work in the UK
- Available for the full duration of the internship
Fauna & Flora 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 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 inclusive, 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 refer to the role.
- Full CV
- Contact details for two referees (who will not be approached without your permission)

Applications should be submitted electronically to social@fauna-flora.org

Please mark your application ‘[Name] - Social media content & community intern’ and indicate in your covering letter where you saw the position advertised.

The closing date for applications is Sunday, 30 July 2023. Interviews are likely to be held during the week commencing 7 August 2023. Candidates selected for interview will be contacted by email or telephone – please specify your preferred method of contact in your covering letter and indicate where you saw the position advertised.

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

Fauna & Flora 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, Fauna & Flora, on Tel: +44 (0)1223 749044 or Email: jade.bedwell@fauna-flora.org.

Fauna & Flora values diversity and is committed to equality of opportunity.