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## **Social Media Manager**

“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

At Fauna & Flora, our shared purpose is to protect the diversity of life on Earth, for the survival of the planet and its people. We work closely with local conservation partners around the world to save nature, together. We harness this collective expertise to inspire positive change globally.

## Communications Team

This is an exciting time to join our growing communications team. Fauna & Flora's 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 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 Fauna & Flora's profile across social media channels. This is an exciting role, with the chance to use your skills to make a real difference to Fauna & Flora 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, experience of using it strategically, while understanding the opportunities and challenges that this discipline entails.

You will be a team player and 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

<b>Start Date:</b>	As soon as possible
<b>Duration of Contract:</b>	Permanent
<b>Probation Period:</b>	Six months
<b>Gross Salary:</b>	£38,410 per annum
<b>Location:</b>	Fauna & Flora, Cambridge Current policy offers partial remote working within the UK
<b>Benefits:</b>	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  For employees on UK-based contracts, Fauna & Flora 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
<b>Hours of Work:</b>	This is a full-time position, working 37.5 hours per week, Monday to Friday inclusive.

## Job Description

<b>Job Title:</b>	Social Media Manager
<b>Reports to:</b>	Website Manager
<b>Key working relationships:</b>	Communications Team Digital Marketing Team Fundraising Teams Programme Teams External agencies and consultants

### **Purpose:**

The Social Media Manager has the responsibility for raising the profile and reach of the crucial work of Fauna & Flora and supporting fundraising and influencing efforts by managing our social media channels. They will be responsible for 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 can help us in our mission.

They will be insightful in selecting and preparing clear and effective copy, image and video for our

social media platforms, understanding our target audiences and remaining sensitive to how content should be tailored to different platforms, while confident in maintaining a cohesive voice and brand.

They will work with the wider team, collaborating with other communication disciplines as well as planning unique content campaigns that play to the strengths of social channels.

**Main Duties:**

- Manage Fauna & Flora's social media channels effectively
- Develop the reach and impact of Fauna & Flora'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 Fauna & Flora'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 and monitoring metrics for performance of social and onward journeys to the Fauna & Flora 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 Fauna & Flora's current social media channels – Twitter, Facebook, Instagram, LinkedIn and TikTok
- Create briefs, delegate, feedback and approve content creation by other Communications team members, and undertake some content creation directly
- Develop effective internal working relationships and ensure that our social media output helps towards organisational objectives
- 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 Fauna & Flora's social media response to press stories and crisis communications working with the Media Relations Manager
- Represent the communications team in cross organisational working groups as needed
- Lead and manage Fauna & Flora staff engagement with social media including internal spokesperson development, contributing to Fauna & Flora's social media policy and discretionary guidance on best practices for project and personal account use
- Lead on Fauna & Flora 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
- Manage the budget allocated to social media and manage a credit card for social media expenses

Undertake any other activities that you may, from time-to-time, be asked to perform by your line manager, commensurate with your skills and experience

# Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Excellent content creation skills – copywriting, social post layout and image editing</li> <li>• Excellent content planning skills</li> <li>• and ability to innovate</li> <li>• Ability to understand how to reach and influence our target audiences</li> <li>• Ability to grow the reach and impact of social media channels</li> <li>• Ability to cultivate an engaged following across channels</li> <li>• Clear, confident and concise use of written English</li> <li>• Confident understanding of what makes compelling content</li> <li>• Ability to communicate complex concepts in an engaging way</li> <li>• Confident task prioritisation</li> <li>• Strong proofreading skills</li> </ul>	<ul style="list-style-type: none"> <li>• Video editing skills for social – ideally using Adobe Premiere</li> <li>• Confident content production with Canva, Adobe Suite</li> <li>• Working knowledge of monday.com, Jira or Trello for content planning and task management</li> <li>• Working knowledge of Ad management on Meta, Twitter and Google</li> </ul>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>• Substantial proven experience in social media management, managing and differentiating content for multiple channels</li> <li>• Excellent knowledge of how to use social media to help bring change and/or fundraise</li> <li>• Experience managing content and community on Facebook, Twitter and Instagram</li> <li>• Experience of developing and delivering social media strategies and plans in line with wider organisational objectives or projects</li> <li>• Experience of identifying and successfully engaging target audiences, and growing numbers of followers and level of engagement</li> <li>• Working knowledge of a social media management tool, e.g., Sprout Social, HootSuite, Brandwatch</li> <li>• Interest in conservation issues</li> </ul>	<ul style="list-style-type: none"> <li>• Working knowledge of managing LinkedIn, YouTube or TikTok accounts</li> <li>• A degree or vocational qualification in a relevant discipline</li> <li>• Experience of working in the conservation sector, or possessing a good understanding of conservation issues</li> <li>• Experience of working closely with fundraising teams</li> <li>• Managed media and crisis communications</li> <li>• Worked with partners, ambassadors and other influencers</li> <li>• Worked with external agencies</li> <li>• Understanding the changing opportunities that social</li> </ul>

		<p>platforms present as they develop</p> <ul style="list-style-type: none"> <li>• Experience of developing skills and capability internally</li> <li>• Experience of managing budgets</li> <li>• Experience delegating content production to others</li> </ul>
<b>Behavioural qualities</b>	<ul style="list-style-type: none"> <li>• Demonstrates Fauna &amp; Flora's values</li> <li>• Creative and resourceful</li> <li>• Builds positive relationships internally and externally</li> <li>• Team oriented</li> <li>• Curious about developments in social media</li> <li>• Innovative</li> <li>• Self-motivated and driven by results</li> <li>• Able to remain calm and professional when under pressure</li> <li>• Analytical approach to assessing success of work</li> <li>• Drive to keep up to date with industry best practice and identify new opportunities</li> <li>• Exemplary patience and professionalism when representing Fauna &amp; Flora on its communication platforms</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>• Commitment to Fauna &amp; Flora's mission and vision</li> <li>• Occasional flexible work outside normal hours may be required to respond to media opportunities or crises.</li> </ul>	

# 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 explaining why you are applying, relating your experience and skills to the role
- Full CV
- Contact details for two referees (who will not be approached without your permission)

Applications should be submitted electronically to [commsrecruitment@fauna-flora.org](mailto:commsrecruitment@fauna-flora.org)

Please mark your application '**Social Media Manager**' and indicate in your covering letter where you saw the position advertised.

The closing date for applications is **Friday, 17 May 2024**. Interviews are likely to take place during the week commencing **Wednesday, 29 May 2024**.

No agencies please.

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, People Adviser, by Email: [jade.bedwell@fauna-flora.org](mailto:jade.bedwell@fauna-flora.org)

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