Digital Communications Officer

“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 work in communications at FFI, with the conservation sector increasingly recognising that strong communications will be needed if we are to successfully overcome the manifold and varied threats to our planet. Our team is growing in response to this need, and we are seeking a Digital Communications Officer to help us develop and strengthen our online content and help manage our digital resources. 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

As a digital communications professional, this is a fantastic opportunity for you to use your skills and experience to help tackle what is arguably the most pressing threat to our planet’s future. The focus of the role is to support team members and colleagues to ensure our digital content and online presence is strategically focused, optimised and in line with all applicable best practices. You will have experience of working with online user journeys, optimisation for search engines, keyword targeting and the related monitoring and analysis. You will understand how websites help non-profit organisations achieve their strategic goals and the role they play in income generation and profile building. You will be comfortable working with a variety of digital content management systems and have experience managing relationships with external agencies and collaborators.

You will be responsible for overseeing FFI’s digital asset collection, managing permissions and access, and sourcing new assets. You will work with colleagues across the organisation to produce strategically focused video content and support external producers to source content and manage shoots and edits. You will be a team player with strong problem-solving skills, a positive and collaborative approach to work and the ability to respond swiftly in a dynamic and fast-paced environment. You will also play a vital role in building the digital capacity of your team members.

This position is based in Cambridge. Some local and international travel may be required. In return, the role offers the opportunity to work within a ground-breaking and high-impact organisation, at the forefront of global conservation. In addition, 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 £25,000
Location: Fauna & Flora International, Cambridge
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 Monday to Friday from 9.00am to 5.30pm, with a one-hour lunch break.

Job Description

Job Title: Digital Communications Officer
Reporting to: Communications Manager (Design & Online)

Key Relationships: Communications Executive (Social Media)
Digital Marketing Officer
Digital Marketing Executive
Communications Officer (Programme Support)
Communications Specialist
Communications Executive (Press & Media)
Head of Communications
Head of Supporter Recruitment & Development
Senior Director, Communications & Fundraising

Purpose:

The Digital Communications Officer ensures that FFI’s website structure and content is up to date, strategically-focused and aligns with best practice, and optimises FFI’s audio-visual outputs (e.g. video, photographs) to ensure these are high-quality and well organised.
Responsibilities:

Update and optimise website content:

- Help ensure website content is up to date and strategically focused.
- Support the communications and digital fundraising teams to achieve their goals by participating in, and offering expertise to, the digital working group.
- Manage the content pipeline using Trello.
- Carry out regular website content audits to ensure all web pages remain up to date and optimised, and work with the communications team to source new content where needed.
- Keep key areas of the website (e.g. the homepage and About section) up to date with current content
- Respond to colleagues' requests for website updates in a timely fashion.
- Support the team on uploading content to the website, including sourcing imagery.
- Ensure all website content is optimised for search engines, user journeys and fundraising goals, and that it complies with current user experience best practice.
- Provide training and assistance to colleagues on producing online content that complies with current SEO best practice to increase our organic and paid traffic.
- Help to manage the workflow and task prioritisation of external website and digital consultants.
- Support on the testing and rollout of new page designs and site functionality.
- Monitor, analyse and report on key website metrics and help to produce regular reports.
- Help to manage hosting, domains, DNS records and code archives.
- Develop and maintain a comprehensive website user manual and train colleagues as appropriate.

Organise and update FFI's digital assets library:

- Help source strong images and video for digital communications in line with the Digital Assets Strategy, and ensure that these are properly stored in FFI's digital assets library, along with crediting and permissions information. Where necessary, secure and file the necessary licence agreements.
- Organise our digital assets library, including uploading and tagging images and video and prioritising content according to relevance and quality.
- Complete and file licence agreements for third party use of FFI's audio-visual assets.
- Maintain record of agreed permissions for third party use of FFI's logo.
- Help to manage the upkeep of FFI's DAM server, manage user accounts and train key staff in the use of DAM software.
- Support the communications team with the sourcing and management of stock images for publications and other uses.

Support with the production of video content:

- With direction from your line manager and the Head of Communications, oversee the production of video content including: planning and organising filming trips, selecting and commissioning film-makers, managing production and approvals process, and feeding back edits to film-makers.
• Support your digital marketing colleagues with video content for online marketing campaigns and activities.
• Organise and tag existing film clips in FFI’s digital assets library, and develop a system for making these more readily available to external film-makers and agencies.
• Advise colleagues and external partners on the availability of existing video clips and support the creation of new video content using these clips.
• Develop a system for monitoring the success of video and support the team on clarifying the role of video within FFI’s content strategy.

**Project manage the production of *Update* membership newsletter:**

• Ensure that three annual issues of Update newsletter are delivered on-time and on budget by sourcing and commissioning content, sourcing strong images, liaising with the graphic designer, securing approvals and coordinating delivery time and print run with the fundraising team.

**Other:**

The Digital Communications Officer will be expected to work with the communications team on ad-hoc requests, including (but not limited to) the below. The Communications Officer should work with their line manager to ensure these ad-hoc requests are manageable and well balanced with the strategic objectives set out above.

• Take responsibility for managing the audio-visual elements of FFI events, including sourcing video and imagery, ensuring all presentations are on-brand and meet the relevant technical specifications, checking venue sound quality and coordinating event filming.
• Support team members with community management on online platforms.
• Raise POs and manage invoices
• Help to mail copies of FFI’s membership magazine to regional offices
• Help keep the communications section on myFFI up-to-date and user friendly
• Represent FFI at external events

**Person Specification**

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<th>Skills</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td></td>
<td>• Excellent written and verbal communication skills</td>
<td>• Familiarity with Adobe Creative Suite</td>
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<td>• Proficient in the use of online content management systems, in particular WordPress.</td>
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<td>• Proficient in the use of Microsoft programmes</td>
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<td>• Video editing skills</td>
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<td>• Ability to train colleagues and team members in the use of online systems</td>
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### Knowledge and experience

- In-depth understanding of website best practices, including content writing, search engine and user-journey optimisation, and keyword marketing
- Experience of testing, monitoring, analysing and reporting on website content, functionality and user-journeys
- Experience of digital asset management and administration
- Experience of managing the production of video content (via third-party film-makers)
- Experience in the administration of websites (e.g. managing domains and hosting)
- Experience of managing the audio-visual elements of events
- Familiarity with Portfolio software as a digital asset management system
- Experience of working in an international NGO environment
- An understanding of the principles of good graphic design
- A good understanding of conservation issues

### Behavioural qualities

- Creative, resourceful and pragmatic
- Supportive, collaborative and approachable
- Able to remain calm and professional under pressure
- Enjoys problem solving and project management
- Builds positive personal and organisational relationships
- Hardworking and committed to FFI’s mission
- Team player
- An enquiring mind

### Other

- Entitlement to work in the UK
- Ability to undertake international travel

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### How to Apply

Applications, consisting of a covering letter, a full CV (tailored to the role as advertised, highlighting relevant experience and achievements) and contact details for two referees (who will not be contacted without your permission) should be sent to lizzie.duthie@fauna-flora.org

Please mark your application ‘Digital Communications Officer’ and indicate in your application where you saw the position advertised.

The closing date for applications is **Sunday, 31 May 2020**. Interviews are likely to be held during the week commencing **Monday, 8 June 2020**. Due to the Covid-19 outbreak, we anticipate that interviews will be held remotely. Candidates selected for interview will be contacted by email or telephone – please specify your preferred method of contact in your covering letter.

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

FFI values diversity and is committed to equality of opportunity.