Social Media Manager

“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 Manager to continue to develop and grow FFI’s profile across social media channels. This is a challenging and 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 substantial 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 complexities 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: 20 July 2021, or as soon as possible thereafter
Duration of Contract: Permanent
Probation Period: Six months
Salary: Circa £38,000
Location: Fauna & Flora International, Cambridge, 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 hours are Monday to Friday from 9.00am to 5.30pm, with a one-hour lunch break.

Job Description

Job Title: Social Media Manager
Reporting to: Head of Communications
Key Relationships: Communications Team
               Digital Marketing Team
               Fundraising Teams
               Programme Teams
               External consultants

Purpose:
The Social Media Manager has responsibility for boosting the profile and credibility of FFI’s work and for supporting fundraising by ensuring that FFI’s presence on social media is strategically driven and well managed with a wealth of fresh and engaging content, and that activity through FFI’s channels is well integrated with other communications and digital marketing activities.
General responsibilities:
- Grow the global reach and impact of FFI’s social media channels
- Manage FFI’s social media channels
- Ongoing collaboration with the Media Relations Manager on reactive news, crisis communications and communicating policy to our audiences
- Harness the wider potential across the organisation (incl. training of staff)
- Harness the potential of vice-presidents, partnerships and influencers
- Support digital fundraising (with general guidance, community management and new approaches)
- A core member of the Digital Working Group (DWG) which leads on all digital activity across Social Media, Web and Digital Fundraising
- Content creation (incl. research, design and copywriting)

Specific duties:
- Grow the global reach and impact of FFI’s social media channels
- Develop an ongoing social media strategy that aligns with FFI’s high-level communications goals, and ensure this integrates well with other strategies (e.g. website, PR, campaigns, content), reflecting our wider organisational aims and ambitions
- Define which social media channels could represent new areas for strategic growth, to sit alongside our current core channels (Facebook, Instagram, Twitter and LinkedIn)
- Monitor and report on progress towards social media strategy objectives as part of the Digital Working Group, and provide key metrics to the Head of Communications on request
- Stay up to date with industry best practice and adjust social media content, activities, channel engagement and/or strategy accordingly
- Share key lessons and new trends with the communications team and other FFI staff

Manage FFI’s social media channels
- Produce and publish regular content that delivers against the objectives of the social media strategy
- Cultivate an engaged following on FFI’s channels
- Train the communications team on social media management, and ensure the team stays up to date with best practice
- Develop a paid social media strategy for key channels in line with wider Digital Working Group and Communications team ambitions
- Handle crisis communications alongside the Head of Communications and Media Relations Manager and work with them to agree on an appropriate response
- Keep FFI’s content planner (Trello) up to date with social media content and work with the team to ensure that social media, website and PR plans are well integrated
- Keep key information on our accounts up-to-date
- Respond strategically to social media requests from colleagues from across the organisation
- Work closely with the Digital Fundraising team to best handle community management requests on fundraising ads, ensuring responses are timely and accurate
- Assist the Digital Fundraising team where needed to create or edit fundraising ad content

Harness the wider potential across the organisation
- Define the role that FFI staff should play as social media ambassadors by ensuring colleagues are engaged with the FFI Social Media Policy
• Identify and cultivate key FFI social media spokespeople
• Engage with colleagues to make the most of opportunities arising from project visits and attendance at major events and conferences
• Ensure that programme-led accounts are strategically focused and on brand, and that the communications team has administrator’s access to these accounts
• Provide advice to other social media managers at FFI and coordinate on announcements
• Advise colleagues who are seeking to set up new programme-related social media accounts
• Review content sent in by partner and programme-led accounts to mitigate risk and gauge potential opportunities from them (e.g. new raw footage for ‘evergreen’ content)

Harness the potential of vice-presidents, partnerships and influencers
• Amplify key announcements through related social media channels (such as those held by FFI’s vice-presidents and ambassadors)
• Create a wider network of relevant and appropriate social media ambassadors to extend our reach to target audiences
• Manage partnerships with other organisations to amplify our reach and harness opportunities.
• Assess opportunities to collaborate on third party social media campaigns and lead on implementing these
• Develop FFI’s Influencer/Ambassador Strategy, expanding on work already in place with our Trusts, Foundations and Major Donors teams

Support digital fundraising
• Work with the fundraising team on social media marketing, and ensure that this activity complements our broader social media strategy
• Ensure that social media marketing activity is on-brand and well-coordinated with communications-led activities
• Support the fundraising team on developing, testing, refining and reporting on social media adverts
• Attend regular meetings with core external agencies, ensuring proposed content is in line with FFI’s brand and Communications strategy
• Support on community management on digital fundraising ads: manage and maintain a Q&A document with signed off statements from FFI specialists on pertinent issues

Content generation
• Source strong images for social media from both within the organisation and externally. Ensure that these are properly stored on Gemsbok, FFI’s digital assets library, along with crediting and permissions information. Where necessary, secure the necessary licence agreements
• Develop audio-visual content for social media using a variety of tools (Canva, Headliner, Adobe Suite), including editing together videos using our existing footage
• Craft strong copy to accompany audio-visual content with clear CTAs for a variety of purposes – from brand communications to urgent appeals
• Reactive content creation in response to breaking news in collaboration with the Media Relations Manager
• Ongoing development of a library of UGC images for use exclusively across social channels
• Develop content alongside key strategic partners in the wider conservation space (open letters, signatories, awareness days, policy making and thought leadership)
• Coordinate the production of key supporter communications
## Person Specification

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<tr>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td><strong>Skills</strong></td>
<td>Intuition for and understanding of what makes compelling content</td>
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<td>• Excellent content creation skills</td>
<td>• Ability to define which social media channels represent new areas for strategic growth</td>
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<td>• Excellent content planning skills</td>
<td>• Ability to cultivate an engaged following across channels</td>
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<td>• Working knowledge of WordPress and other CMS</td>
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<td>• Working knowledge of Canva, Headliner, Adobe Suite</td>
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<td><strong>Knowledge and experience</strong></td>
<td>• Experience of working in the conservation sector</td>
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<td>• A degree or vocational qualification in a relevant discipline</td>
<td>• Experience of crisis communications</td>
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<td>• Substantial proven experience in social media management</td>
<td>• Experience of working closely with fundraising teams</td>
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<td>• Experience of developing social media strategies and plans</td>
<td>• Working with ambassadors, partners and other influencers</td>
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<td>• Experience of driving forward social media strategy to achieve communications objectives</td>
<td>• Working with external agencies</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>• Experience of community management</td>
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<td>• Experience of developing a paid media strategy</td>
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<td><strong>Behavioural qualities</strong></td>
<td>• Experience of crisis communications</td>
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<td>• Creative and resourceful</td>
<td>• Experience of working closely with fundraising teams</td>
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<td>• Builds positive relationships internally and externally</td>
<td>• Working with ambassadors, partners and other influencers</td>
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<td>• Team oriented</td>
<td>• Working with external agencies</td>
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<td>• Self-motivated and driven by results</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, consisting of a covering letter explaining why you feel you should be considered for this post, 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 commsrecruitment@fauna-flora.org

Please mark your application Social Media Manager.

The closing date for applications is Sunday, 13 June 2021.

Interviews are likely to be take place on Thursday 18 June and Friday 19 June.

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

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.