Social Media 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 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 Officer to continue to develop and grow FFI’s profile across social media channels. This is an 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 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, while understanding the opportunities 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: As soon as possible

Duration of Contract: Permanent

Probation Period: Six months

Salary: Circa £34,000 per annum

Location: Fauna & Flora International, Cambridge, UK (some remote working from within the UK may be considered)

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: Social Media Officer

Reporting to: Head of Communications

Key Relationships: Communications Team
Digital Marketing Team
Fundraising Teams
Programme Teams
External agencies and consultants

Purpose:

The Social Media Officer has responsibility for raising the profile and reach 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 engaging content, and that activity through FFI's channels is well integrated with other communications and digital marketing activities.
General responsibilities:
- Develop the reach and impact of FFI’s social media channels
- Manage FFI’s social media channels
- Generate content including audio visual
- Grow number of followers across channels in line with wider organisational goals
- Develop audience engagement across channels
- Manage monitoring and reporting against objectives
- Active member of the Digital Working Group working closely with digital fundraising team

Specific duties:
- Develop a social media strategy to support FFI’s objectives
- Develop and deliver against social media plans co-ordinating with communications team
- Take a lead on community management working closely with digital marketing team
- Manage social media response to news stories working closely with media manager
- Manage social media response to crisis communications issues working with wider team
- Lead and manage FFI staff engagement with social media including training and advice
- Take responsibility for developing, updating and disseminating FFI’s social media policy
- Lead and manage FFI social media engagement with key stakeholders and ambassadors
- Manage partnerships with other organisations to amplify our reach and harness opportunities
- Advise and co-ordinate with colleagues to ensure programme-led accounts are on brand
- Monitor and report on progress towards social media strategy objectives

Person Specification

<table>
<thead>
<tr>
<th>Essential</th>
<th>Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Skills</strong></td>
<td><strong>Skills</strong></td>
</tr>
<tr>
<td>Excellent content creation skills</td>
<td>Working knowledge of Canva, Headliner, Adobe Suite</td>
</tr>
<tr>
<td>Excellent content planning skills</td>
<td></td>
</tr>
<tr>
<td>Ability to grow the reach and impact of social media channels</td>
<td></td>
</tr>
<tr>
<td>Ability to cultivate an engaged following across channels</td>
<td></td>
</tr>
<tr>
<td>Ability to communicate complex concepts in an engaging way</td>
<td></td>
</tr>
<tr>
<td>Strong proofreading skills</td>
<td></td>
</tr>
<tr>
<td>Ability to stay up to date with industry best practice and adjust activity</td>
<td></td>
</tr>
<tr>
<td><strong>Knowledge and experience</strong></td>
<td><strong>Knowledge and experience</strong></td>
</tr>
<tr>
<td>Substantial proven experience in social media management</td>
<td>A degree or relevant vocational training</td>
</tr>
<tr>
<td>Experience of developing and delivering against social media strategies and plans</td>
<td>Experience of working in conservation sector</td>
</tr>
<tr>
<td>Experience of identifying and successfully engaging target audiences, and growing numbers of followers and level of engagement</td>
<td>working closely with fundraising teams</td>
</tr>
</tbody>
</table>
| Experience of community management | • Experience of community management  
• A good understanding of conservation issues | • media and crisis communications  
• working with partners, ambassadors and external agencies  
• Experience of developing skills and capability internally  
• Experience of managing budgets |
| --- | --- | --- |
| Behavioural qualities | • Creative and resourceful  
• Builds positive relationships internally and externally  
• Team oriented  
• Self-motivated and driven by results  
• Able to remain calm and professional when under pressure |  |
| Other | • Commitment to FFI’s values  
• Ability to be flexible in working pattern if needed |  |

**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 Officer.

The closing date for applications is **Sunday, 12 September 2021**.

Interviews are likely to be take place week commencing Monday, 20 September 2021.

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