



Digital Content Officer

£24,500

Newark (with flexibility to work from home)

Full time – 35 hours per week

Permanent

If you have a strong track-record in developing excellent digital content that drives change, have a passion for wildlife and our planet and would like to work for one of the UK's best-loved nature charities, then we have an exciting opportunity for you. We are looking for a talented and creative team-player, whose digital communications skills will help The Wildlife Trusts influence people to take positive action for wildlife.

Who we are

The Wildlife Trusts are a grassroots movement of 870,000 members, 38,000 volunteers and 2,800 staff across the UK. We are at an exciting moment in our 110-year history, with an ambitious new strategy in development setting out a vision of nature in recovery, with abundant, diverse wildlife and natural processes creating wilder landscapes where people and nature thrive.

The next 10 years will be critical in determining what kind of world we will all live in. We need to urgently reverse the loss of wildlife and put nature into recovery at scale if we are to prevent climate and ecological disaster. This will require big, bold changes in the way we think and operate, and the development of a strong, collaborative culture. It will require an increase in our ability to reach and engage more people to take action for nature's recovery.

About you

You will be a motivated and proactive self-starter, who thrives as part of a team. You will be experienced in working in a communications team, developing, analysing and evaluating impactful content across different channels and for different audiences. You will be adept at communicating with mass audiences, including young people, with a creative flair and ability to create clear and simple messaging that educates and encourages people to act.

You will have excellent communication and inter-personal skills and will thrive on working with a wide range of people from across The Wildlife Trusts and externally. You will be a strategic thinker with a keen eye for detail, used to balancing multiple priorities and working against tight deadlines.

We want our people to be as diverse as nature, so we particularly encourage applications from people who are underrepresented within our sector, including people from minority backgrounds and people with disabilities. We are committed to creating a movement that recognises and truly values individual differences and identities.

As a Disability Confident employer, we are committed to offering an interview to anyone with a disability that meets all the essential criteria for the post. Please let us know if you require any adjustments to make our recruitment process more accessible.

Closing date for applications: 22 August 2021

First interview: 6 September 2021



DIGITAL CONTENT OFFICER JOB DESCRIPTION

IDENTIFICATION OF JOB

Team: Marketing and Development
Working base: Newark/London and/or home-based
Responsible to: Digital Marketing Manager

OVERALL PURPOSE OF THE JOB

- Be responsible for the day-to-day management of the Wildlife Trusts' social media channels, including interacting with our audiences
- Contribute to the delivery of The Wildlife Trusts' digital marketing plan and innovate to improve performance
- Support The Wildlife Trusts movement to innovate and deliver high quality digital communications
- Be responsible for the day-to-day management of Wildlife Watch (the junior branch of The Wildlife Trusts) digital assets, to include website, YouTube channel and downloadable resources

MAIN RESPONSIBILITIES

Be responsible for the day-to-day management of the Wildlife Trusts' social media channels, including interacting with our audiences

- Scheduling daily content to UK social media accounts, including Facebook, Twitter, Instagram, and actively engaging with our online audiences
- Testing and developing current social media channels to improve engagement KPIs
- Evaluating the potential of new channels to achieving our objectives, and introducing and testing where relevant
- Monitoring social media channels for reputational risks and informing senior managers
- Working across teams to recognise opportunities to use social media to achieve our objectives as set out in The Wildlife Trusts' strategy and supplementary communications and marketing strategy.

Contribute to the delivery of The Wildlife Trusts' digital marketing plan and innovate to improve performance

- Using analytics, market research and audience insights to tailor approach and messaging to our different audiences to drive conversion from our calls to action
- Working with colleagues in the communications team and consultants to run paid-for ad campaigns across Google, Facebook and Instagram
- Working with colleagues in the communications team to improve ongoing supporter journeys from website and social media to email channels; to include increasing newsletter subscriber rates
- Monitoring and evaluating effectiveness of digital marketing using tools such as Google analytics to develop and implement recommendations for improvement
- Keeping up to date with trends and innovation in the digital world.



Support The Wildlife Trusts movement to innovate and deliver high quality digital communications

- Supporting individual Wildlife Trusts in the development of their social media channels and websites
- Supporting the delivery of key movement-wide campaigns including 30 by 30, 30 Days Wild (the UK's month-long nature challenge which runs every June) and Action for Insects.

Be responsible for the day-to-day management of Wildlife Watch (the junior branch of The Wildlife Trusts) digital assets, to include website, YouTube channel and downloadable resources

- Regularly updating Wildlife Watch website and YouTube with engaging new content in English and Welsh to achieve our objectives as set out in TWT strategy and supplementary education and learning strategy
- Working with staff in different teams and across the Wildlife Trusts movement to help them develop impactful and accessible content
- Producing downloadable educational and wellbeing assets including activity and spotter sheets
- Performing regular checks on key areas of the website to ensure information is relevant and correct
- Monitoring and evaluating engagement using analytical tools and making recommendations to improve user experience
- Contributing to delivery of the education and learning strategy.

Other responsibilities:

- Undertake own administration
- Be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act (1974) and relevant EC directives
- In order for the organisation to work effectively, you may be required to assist with other areas of work and therefore you should be prepared to undertake other duties appropriate to the post and any other reasonable duties required.

All staff are ambassadors for the organisation both internally and externally and are always expected to act in a professional manner. They are required to abide by organisational rules, policies and procedures as laid down in the staff handbook, adopt environmentally friendly working practices, set and maintain high personal standards of efficiency and customer care and foster a 'can do' culture based on ownership, initiative, teamwork and exchange of information.



DIGITAL CONTENT OFFICER PERSON SPECIFICATION

Personal qualities

- Strategic and creative thinker, with an ability to identify new angles and approaches to work solutions
- Flexible and open-minded, with a willingness to step in where needed
- Ability to work both alone and co-operatively as part of a team
- Highly organised, with excellent time management and ability to work to deadlines and manage multiple priorities
- Engaging and personable manner, with good emotional intelligence and resilience.

Experience

Essential:

- Experience of working in social media marketing or as a digital media specialist
- Proven track record of analysing and evaluating digital media activity and making recommendations to improve performance
- Experience of producing digital creative assets (written, photographic or video) and scheduling content.

Desirable:

- Experience of briefing and managing small-scale projects with writers, illustrators, photographers and video producers
- Experience of Conversion Rate Optimisation marketing.

Knowledge and skills

Essential:

- An excellent command of written English including grammar, punctuation and spelling
- Ability to craft clear, concise and jargon-free communications for a wide range of audiences, including young people
- Good attention to detail and ability to proof work
- Highly IT literate, including a good working knowledge of website content management systems, social media scheduling platforms, email marketing systems and search engine optimisation
- Strong customer care principles and knowledge of Customer Relationship Management (CRM) systems.

Desirable:

- An interest and understanding of wildlife and environmental issues in the UK and a passion for inspiring others to support important causes
- Up-to-date knowledge of the laws of copyright, defamation and permissions to use photographic material.