



## Social Media Officer

Closing date: 10am on Thursday 14<sup>th</sup> July 2022

## **Application Pack Social Media Officer**

### **Who we are**

World Land Trust (WLT) is an international conservation charity that helps to protect the world's most biologically significant and threatened habitats, acre by acre.

As the pioneers of the Buy an Acre approach, we have spent more than 30 years raising funds for local people to secure and protect the land they know best in America, Africa, Asia and beyond. With over 2,400,000 acres protected and over 2,000,000 native trees funded to date, our ambition is now to drive this conservation action at scale – more acres and more species protected in this make-or-break decade for biodiversity and climate.

### **Job Summary**

The Social Media Officer will have the opportunity to use their passion for all things social to make a tangible difference to the natural world. You will focus on bringing the organisation to life online, increasing our following, and engaging with our audience of dedicated supporters.

Like the climate and biodiversity crisis that World Land Trust is trying to tackle, we are at a pivotal point in our history. We want to demonstrate this with progressive and engaging communications that allow us to support our vision of protecting the world's most threatened habitats and species for the future. To do this, it's important that we cut through the noise in a crowded space.

We want to be more visible, even more engaging but most importantly we want to communicate our ambition through our story telling. It's our aspiration to double our impact over a five-year strategy period, and it's imperative that we have a contemporary and relevant social media strategy that matches this bold ambition.

### **We're happy to talk flexible working, from day one.**

#### **Our Values**

At World Land Trust we are committed to inclusion and respect to our employees, those who support us, and those whom we support.



WLT will always approach every situation in a positive way to find and communicate solutions, operating and communicating with honesty, remaining focused on our mission, and working in a supportive way with our staff, partners and supporters.

We treat everyone with respect and have particular regard for the 'protected characteristics' under the Equality Act 2010: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

We have a zero-tolerance policy towards discriminatory language or actions that could create a hostile environment and we do not accept behaviour that amounts to harassment or exclusion of any individual.

## Application Pack

### Job Description

#### Social Media Officer

Reporting To: Communications Project Manager

#### Job Purpose

The Social Media Officer will support the Communications Team using their passion for all things social to make a tangible difference to the natural world. You will focus on bringing the organisation to life online, increasing our following, and engaging with our audience of dedicated supporters.

#### Main duties and responsibilities

- Management of social media channels: Facebook, Twitter, Instagram, LinkedIn, TikTok, YouTube and new platforms as they become available.
- Content planning: support WLT's communications initiatives by keeping an up-to-date content calendar that reflects yearly communications plans.
- Content delivery: coordinate with both internal and external stakeholders to produce inspiring social content, including graphics, animations and short and long form videos that is on-message and in line with WLT's tone of voice and brand design guidelines.
- Community management: engage with our followers and wider audiences to increase reach, following and brand advocacy, by responding to inbox messages, comments, and plan social media competitions.
- Measure and review campaign performance: produce end of campaign reports, sharing highlights and learnings to inform future campaigns.
- Identify trending topics and relevant news.
- Social listening, research and insight development.
- Identify potential creators to start a collaboration with to promote the work of World Land Trust.
- Support internal stakeholders to build up their profiles and position them as thought leaders within their respective areas of expertise.
- Develop social media guidelines and escalation procedures documents.
- Undertake other activities as requested by the line manager, commensurate with skills, experience, pay level and role.

*The postholder will be expected to actively engage with, and promote, our workplace Values which are: Focused, Honest, Positive and Supportive.*



## Application Pack

### Person Specification

#### Knowledge, Skills and Experience

- Up-to-date knowledge, and hands-on experience in using social media platforms in a workplace setting including Instagram, Facebook, Twitter, LinkedIn, YouTube and TikTok (essential)
- Capable of creating social media plans and experienced in creating content and posting on multiple channels regularly (essential)
- Track record in growing and cultivating online communities that create positive brand perceptions (essential)
- Ability to create content for social media platforms that sparks engagement (essential)
- A confident communicator with excellent writing and editing skills (essential)
- Ability to take complex information across a wide range of subjects and distil this into content appropriate for social media (essential)
- An understanding and practice of how organisations can and should use social media (essential)
- Knowledge of key social media marketing metrics; how to gather and use insights to continually improve performance (essential)
- Ability to prioritise workload in a fast-paced environment and adapt to changes as and when needed (essential)
- Passion for all things social media delivering on-brand and on-brief social communications (essential)
- Proficient in using social media management tools such as Hootsuite (essential)
- Highly collaborative team player with a flexible and adaptable approach, also confident at working under own initiative (essential)
- Self-directing with the ability to co-ordinate and engage cross-functional teams toward a successful outcome (essential)
- Keen attention to detail (essential)
- A real desire to learn more and to discover exciting trends within the social space (essential)

#### Other

- An empathy and understanding of WLT's mission and values (essential)

## How to Apply

Please log your details and upload your CV and covering letter, which must state how you feel your skills and experience meet the requirements of the role, using the link below. Please note that applications will not be accepted without both of these documents. In support of your application please upload examples of your work that you are most proud of. Please note that we are unable to accept video formats. If you have video format that forms part of your application, please submit this to us via email.

<https://hr.breathehr.com/v/social-media-officer-24074>

If you have any questions not answered in this application pack, or you are having difficulty uploading your documents, please email [Jobs@worldlandtrust.org](mailto:Jobs@worldlandtrust.org). Please note that applications that do not include the documents referred to above will not be included in the shortlisting process.

**Closing Date 10am on Thursday 14<sup>th</sup> July 2022**

**Interviews are expected to take place on Wednesday 27<sup>th</sup> July.**

## Application Pack

### Terms and Conditions

Duration of Contract: Open term contract

Probationary Period: Six months

Salary: £22000-£24000 pa depending on experience

Location: Our contractual place of work is at our offices in Halesworth, Suffolk, however we encourage conversations from the first day of employment around flexible and hybrid working in line with our discretionary Flexible Working Policy.

Hours of Work: Our full time hours are 35 hours per week. Our normal working days are Monday to Friday inclusive and we are open to discussions around preferences for how the hours are worked, dependent on the role requirements and availability within the team. Where compressed or part-time hours are worked, for example, our preference is for working days to include Tuesday to Thursday.

Notice period: One month following successful completion of probationary period.

#### Main Benefits:

- 33 days' annual holiday entitlement (including Bank Holidays) pro rata for part-time working hours. An additional day available each year to volunteer for a charity or community organisation of your choice.
- Pension Salary Exchange scheme with an employer's contribution of 5% and minimum employee contribution of 3% Option to build personal pension funds in the Stewardship Lifestyle Strategy, which has exclusions in relation to animal welfare and environmental concerns, including mining.
- Group Personal Pension scheme with an employer's contribution of 5% and minimum employee contribution of 3%. Our default scheme invests in companies that can demonstrate positive application of Environmental, Social and Governance (ESG) criteria, which ensures that our pension scheme operates in line with our values as a charity, working for environmental protection. Contributions can be made through Pension Salary Exchange, subject to minimum earnings criteria.
- Employee Assistance Programme, including access to counselling and a wellbeing helpline.
- Annual appraisal and a Personal Development Plan to support growth and development within the role. Opportunities to develop wider skills in relation to first aid, wellbeing, and diversity and inclusion.
- Cycle to Work Scheme currently with Green Commute Initiative, a not-for-profit scheme provider.
- Eyecare vouchers for VDU users, which can be used in most High Street opticians.
- An in-house Green Team, open to all staff to join, which looks at environmental related issues in relation to our offices and work.