**APPLICATION FOR EMPLOYMENT**

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| **Social Media Officer AD1332** |

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| **PERSONAL DETAILS** | | | | | |
| **Title** |  | | **Surname:** | | |
| **First Name(s):** | | |
| Address (For correspondence)  Postcode | | | | | National Insurance No:  Nationality:  Telephone Number(s):  Mobile:  Home:  Work:  e-mail:  May we contact you at work? Yes/No |
| **The following details on this page will be used to sift your application using essential and desirable criteria.** | | | | | |
| **QUALIFICATIONS/EDUCATION / DATES** | | | | | |
| Undergraduate Degree | |  | | | |
| Post-graduate Degree | |  | | | |
| Doctorate | |  | | | |
| **COMPETENCIES/SKILLS/KNOWLEDGE**  (Please provide a summary of how you meet these criteria) | | | | | |
| **Essential:** | | | | | |
| Extensive experience creating and managing digital and visual content, tailored for specific audiences | | | |  | |
| Demonstrable experience managing various social media accounts | | | |  | |
| Routine experience of planning and creating content for Twitter, Facebook and LinkedIn | | | |  | |
| Demonstrable experience of growing and maintaining social media audiences | | | |  | |
| Experience of developing and implementing tailored communications plans | | | |  | |
| Experience of evaluating social media content and campaigns using analytics tools, such as Google Analytics, Sprout Social and/or Hootsuite | | | |  | |
| Routine experience of using website content management systems, such as WordPress | | | |  | |
| Expertise using design software, such as Canva, Photshop, Illutsrator or InDesign to create graphics and visual content | | | |  | |
| **Desirable:** | | | | | |
| Knowledge of conservation and/or sustainable development | | | |  | |
| Experience of social media support around events | | | |  | |
| Experience of using Adobe Creative Cloud applications | | | |  | |
| Experience managing social media budgets | | | |  | |
| Experience monitoring SEO and web traffic metrics and an understanding of keyword research | | | |  | |
| **Safeguarding:** | | | | | |
| WCMC seeks to create an environment in which there is zero tolerance of harm or abuse and do everything we can to foster a culture in which people feel safe and encouraged to speak up when they witness, or suspect, harm or abuse is taking place.   * How do you think you could personally support safeguarding standards to protect vulnerable people or provide an example of how you have done this in a previous workplace? | | | |  | |

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| **HOW DID YOU FIND OUT ABOUT THIS VACANCY? (Please tick)** | | | | | | | | |
| Advertisement (please state publication): | | |  | | Network Email: | |  | |
| UNEP-WCMC Web Page: | | |  | | Agency: | |  | |
| Other (Please state): | | | | | | | | |
| **MEMBERSHIP OF PROFESSIONAL BODIES** | | | | | | | |
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| **EMPLOYMENT HISTORY** | | | | | | | |
| **CURRENT/MOST RECENT EMPLOYER** | | | | | | | |
| **Employer name & address:** | | | | **Please summarise duties/responsibilities and state the reasons for leaving this employment:** | | | |
| **Position held:**  (Please indicate if this is Full time or Part time) | | | |
| **Start date:** | | | |
| **Leaving date** (If applicable): | | | |
| **Notice period:** | | | |
| **Current/last salary:** (Indicate Overtime and Bonus  Payments Separately)  **Current benefits:** | | | |
| **PREVIOUS EMPLOYERS (Most recent first)** | | | | | | | |
| **From**  (MM/YY) | **To**  (MM/YY) | **Position held, full or part time, employer name & address** | | | | **Summary of duties & reason for leaving** | |
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| **EDUCATION / TRAINING** | | | | |
| You will be required to produce documentary evidence of qualifications obtained. If still undertaking any studies, please indicate the date when the result is likely to be known | | | | |
| **Dates**  **From** | **To** | **Universities, Colleges & Schools** | **Details of Subjects & Levels Studied** | **Results** | |
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| **Please provide a detailed account of why you think you would be suitable and have the right skills for the position applied for.** |

| REFERENCES | |
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| Please give names, addresses of two referees, and indicate whether we can take up references prior to interview. One must be your current, or most recent, employer. | |
| Name:  Address:  Telephone:  e-mail:  Fax:  Job Title:  In what capacity do you know the referee: | Name:  Address:  Telephone:  e-mail:  Fax:  Job Title:  In what capacity do you know the referee: | |

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| **AVAILABILITY** It is not normally possible to alter interview dates to suit individual requirements. |

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| **DECLARATION**  I declare that the information given in this document is correct to the best of my knowledge and belief. I understand that any wilful mis-statements render me liable to disqualification or to dismissal, if engaged.  I consent to the information I provide being kept on file and processed for recruitment purposes in accordance with the Data Protection Act 1998.  Signature: . . . . . . . . . . . . . . . . . . . . . . . Date:. . . . . . . . . . . . . . . . . . .  (if sent by email we will accept your email account name as a substitute signature) |

**Forms can be emailed to** [**recruitment@unep-wcmc.org**](mailto:recruitment@unep-wcmc.org) **or posted to**

**The People Team, UNEP-WCMC, 219 Huntingdon Road, Cambridge, CB3 0DL, UK.**

**Please attach your Curriculum Vitae.**