**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** **or posted to**

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

**Please attach your Curriculum Vitae.**