

# WCMC

## Social Media Officer Application Pack



# Thank you for your interest in the role of Social Media Officer in the Development & Communications Team at UNEP-WCMC

We are looking for an experienced social media professional to develop and grow UNEP-WCMC's profile across social media channels. In this crucial role, you will manage the Centre's social media presence, developing compelling posts, graphics and videos to build our following and drive audience engagement across various platforms, including Twitter, LinkedIn and Facebook.

You will work closely with colleagues in the Development and Communications team and across the Centre more widely to devise and implement strategic, compelling content that continues to raise the profile, reach and impact of UNEP-WCMC and our work.

We are looking for a skilled and proactive social media communicator, with a flair for creating engaging digital content and an interest in nature conservation.

We will provide you with the challenge of working on innovative and impactful conservation projects where your work can really make a difference to people and the planet. In addition to training and development opportunities, we offer a competitive salary and benefits package, including generous pension contributions.

# ABOUT THE TEAM

The Development & Communications Team increases the visibility and reach of (and secures funding and resources for) the critically important work of UNEP-WCMC. We build the awareness and profile of UNEP-WCMC as a global Centre of Excellence on biodiversity and nature's contribution to society and the economy. Our goal is to maximise the impact of the Centre's work to deliver transformative change for people and planet.

Our growing team of 11 people encompasses fundraising, communications, events, strategic impact monitoring and marketing. Together we work with all of the programme teams across the Centre and with partners to build the knowledge, tools and capacity needed to design, fund, promote and deliver our projects as well as monitor the collective impact of our efforts.



# ABOUT THE ROLE

## Job Description

We are currently looking for an experienced social media professional to develop and grow UNEP-WCMC's profile across social media channels. In this crucial role, you will manage the Centre's social media presence, develop content and communicate stories in a compelling way to build our following across platforms with different audience groups.

You will work closely with colleagues in the Development and Communications team and across the Centre more widely to devise and implement strategic, compelling content that continues to raise the profile, reach and impact of UNEP-WCMC and our work.

We are looking for a skilled and proactive social media communicator, with a flair for creating engaging digital content and an interest in nature conservation.

## Key Areas of Responsibility

### **Social Media:**

- Day-to-day management of UNEP-WCMC's social media platforms.
- Work collaboratively with colleagues to plan and execute social media content plans.
- Write, schedule and post bespoke and engaging content for UNEP-WCMC social media channels, ensuring content is targeted, on brand and adheres to internal policies.
- Track social media key performance indicators for UNEP-WCMC's social media platforms to monitor follower growth and engagement.
- Set the organisation-wide practice guidance of social media and train others where necessary.
- Support marketing colleagues to develop promotional strategies and content for UNEP-WCMC's growing e-learning and marketing offerings.
- Assist with implementation of paid advertising campaigns across social media platforms.

### **Communications, website and events support:**

- Act as a key internal contact for the UNEP-WCMC website, working with communications colleagues and programme teams to ensure website copy is up-to-date.
- Plan and create compelling communications materials (including images, videos, infographics etc).
- Support programme teams to develop and implement communication plans for specific products, tools, services and projects and provide advice on best practice.
- Work across the Centre to identify and gather new content and stories and identify the most appropriate formats for sharing externally.
- Support the events team to develop and deliver communications plans to promote priority events.
- Collaborate with the UN Environment Programme communications division to ensure messages are aligned and mutually reinforcing.

### **Other:**

- Monitor emerging trends across all platforms to inform strategic communications and marketing planning and capitalise on opportunities for promoting UNEP-WCMC's work among key target audiences.
- Liaise with external suppliers, such as designers and printers.

## Other Duties

- Undertake any other duties as may reasonably be required in this post.

# Person Specification

## Qualifications/Education

### Essential:

- Undergraduate degree in communications, marketing or related subject OR;
- Commensurate professional social media communications experience.

## Experience

### 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, Photoshop, Illustrator 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.

## Skills

- Excellent language and communications skills. A second UN language is also desirable.
- Demonstrable ability to present complex concepts in ways that are understandable without losing accuracy.
- Highly organised with excellent time management skills and the ability to manage multiple conflicting priorities and demands.

## Type of Person Required

Passionate about nature conservation, the successful candidate will be a natural communicator with a keen understanding around how to use social media and digital content to increase profile and visibility. They will be driven and flexible, working alongside a dynamic and supportive team, to further develop the Centre's communications efforts.

# OUR OFFER

**Job Title:** Social Media Officer

**Team:** Development and Communications

**Reporting to:** TBC

**Job Reference:** AD1332

**Start date:** Negotiable

**Salary:** GBP 27,000 to GBP 32,000 pa depending on skills and experience

**Contract:** Permanent, full-time

**Location:** The post holder will be expected to locate within commuting distance of our main offices in Cambridge, UK

*This is not a United Nations Post*

As a minimum we aim to match market rates for the conservation charity sector in Cambridge and invest a lot of effort to benchmark our salaries, ensuring that people are rewarded fairly for their role. To add to this, we offer some great benefits - here are the highlights:

- 12% non-contributory pension after 1-year service
- Flexible and family friendly working
- Life assurance against death in service (4X annual salary)
- Extended pay protection for serious illness that exceeds 6 months
- Excellent training and development opportunities, tailored to individual needs
- Scheme to buy (or sell) additional annual leave
- Cycle to work Scheme
- Fantastic shared social space and kitchen facilities
- Employee assistance programme and bereavement line to offer help and advice to staff and their families
- Brilliant Social committee that help to keep things fun!
- Caring Staff Liaison Committee
- Focus on environmental sustainability kept in check by our Environment Committee
- Free (proper) tea and coffee!

## Training

Our aim is to do our best for every person who works for us, so that they build their skills and knowledge over their career with us, and when they leave (some never do!) they are better placed to move onto the next stage of their career.

We have a comprehensive induction programme that spans the first 6 months including what's critical in the first week, first month, and then monthly afterwards.

- We encourage everyone to use 5 days for their own personal development each year
- Standard training course which include: Management Development; Coaching culture; Resilience; Negotiation; Pitching and closing a deal.
- We also design our training annual personal development reviews and organise bespoke training courses that meet the skill gaps in the organisation and fulfil the training needs of the people within it.
- Peer-to-Peer learning from our community of experts, taking advantage of the breadth and depth of knowledge and experience across the organisation.
- Internal and external invited speakers, workshops and talks that anyone can join or initiate.



## ABOUT UNEP-WCMC

The UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC) is a global Centre of expertise in biodiversity. We work at the interface of science, policy and practice to tackle the global crisis facing nature.

The Centre operates as a collaboration between UN Environment Programme and the UK registered charity WCMC. Our cutting-edge science, data and insights inform policy and business decisions worldwide. This position is with the charity WCMC, working in collaboration with UNEP.

Achieving our vision of a world living in harmony with nature will require transformative and systemic change across all sectors. We bring together governments, businesses, research bodies and more to put nature at the heart of decision-making.

**"We are entering a make or break decade for nature with UNEP-WCMC set to play a pivotal role in ensuring humanity finally begins to reverse the catastrophic loss of biodiversity globally."**

Jonny Hughes, CEO of WCMC

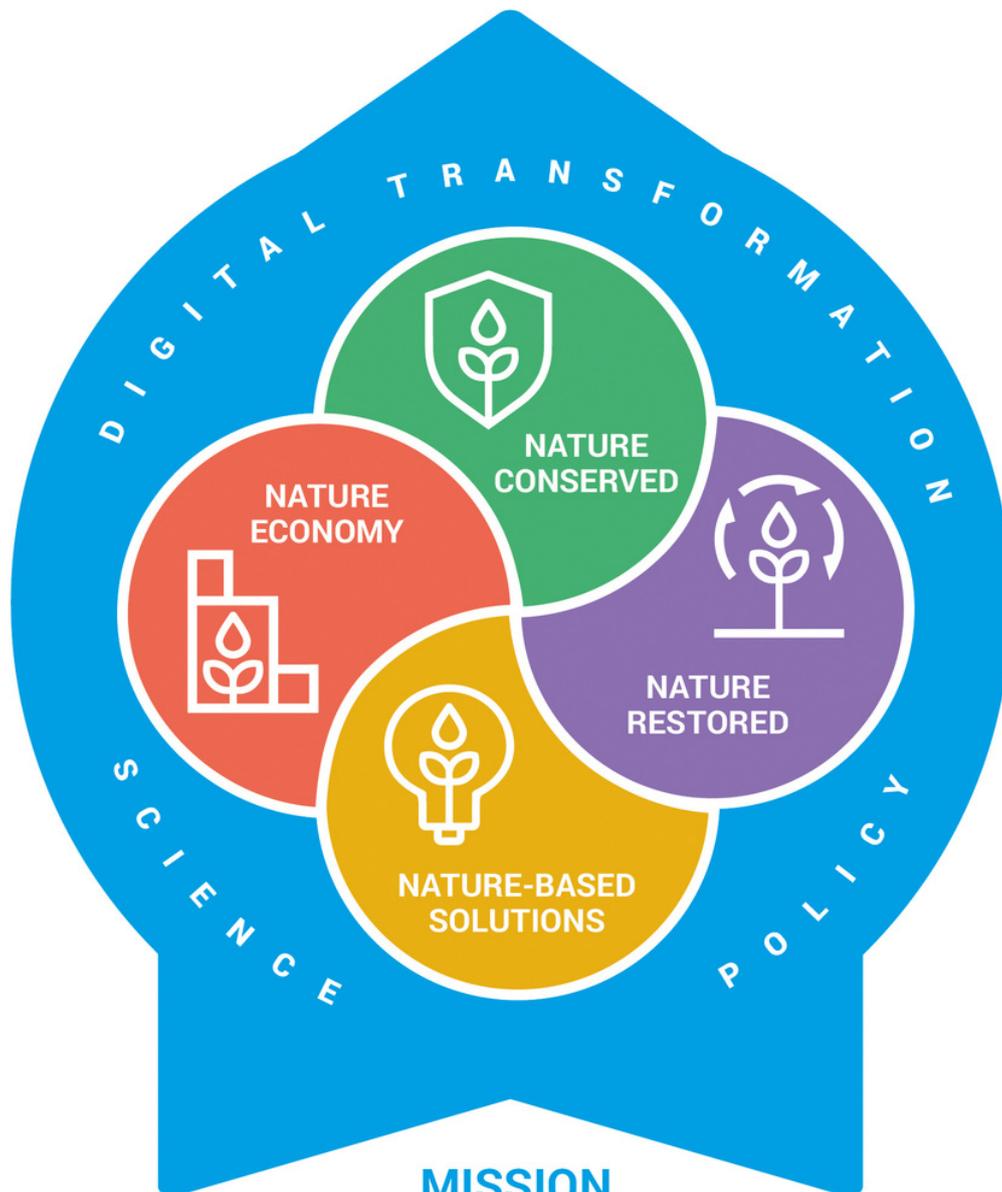


## Our strategy

We deliver our strategy through four independent impact areas which are complemented by three cross cutting innovation areas.

### VISION 2050

Living in harmony with nature



### MISSION

We develop knowledge and capacity for a nature-positive world



## The people

We have around 180 amazing people who make up our organisation. We are a really friendly bunch of professionals and do not think a single person has ever left the organisation without saying that it is the people that make the organisation fantastic and how much they will miss them when they leave. We truly do have world class scientists and professionals!



## The culture

Our culture is very supportive. There are lots of ups and downs in life, and we want to support our people through the difficult patches, so they can flourish again. We have a free employee assistance line that is available to all employees and their families and offers 6 remote counselling sessions and other advice services.

We have redesigned our kitchen and library to make a fantastic social space where you can have a quiet chat or a loud lunch with your colleagues! We also have tea every Wednesday afternoon, with locally homemade cakes and catch up with everyone and everything that is going on in the Centre.

We are affiliated with Cambridge University, and have rooms in the David Attenborough Building that we can use when we wish. We are also a member of the Cambridge Conservation Initiative and often collaborate with our CCI colleagues here.

WCMC attaches great importance to addressing safeguarding and ethical considerations in all activities carried out by its staff, including where partner organisations or individuals are part of the delivery of our work. This includes children and vulnerable adults in the community who may be vulnerable to abuse. WCMC acts with integrity, is transparent and expects applicants to share the same values.



## Diversity

We really take our diversity seriously, as we operate globally and need to have the people perspectives within the organisation, to fully understand our clients and partners that we work with. Our aim following the introduction of the points based immigration system was to increase our diversity not only in our range of nationalities, but in all protected characteristics (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex).

We have a sponsorship licence and always take the best candidate for the role from a whole range of applicants and offer sponsorship to those that require it. We have people that have worked for us, for more than 30 years, and our fantastic internships often attract the best and brightest graduates.

# HOW TO APPLY

**If you are looking for a rewarding and challenging post where you can impress us with your digital creativity and story-telling skills, we want to hear from you.**

Please complete our [application form](#) and send it with your [2 page CV](#) and [short covering letter](#) through this [link](#). Applicants must be able to evidence the right to work in the UK.

We screen candidates based on skills and experience and not their personal details. **Please do not include a photograph on your CV, and note that any applications which include a photograph may be automatically rejected.**

**Closing date:** 23rd May 2022



# WCMC

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[www.unep-wcmc.org](http://www.unep-wcmc.org)