

JOB DESCRIPTION

- Role:** Digital Design & Content Executive
- Reports to:** Communications & Creative Content Manager
- Hours:** Full Time, 35 hours per week
- Salary:** £25,000 - £26,000 per annum (depending on experience)
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The Digital Design & Content Executive will play an important role in executing DSWF's marketing strategy. The successful candidate will work with the communications team to create and implement engaging content across DSWF's social channels and website as well as designing high quality in-house digital and printed collateral. The Digital Design & Content Executive will work closely with all departments to ensure brand visibility, digital growth and exposure.

Key responsibilities are split into three main categories:

Social Media

- Responsible for managing DSWF's social media channels including creating and scheduling appropriate and timely posts, and monitor day-to-day queries.
- Generate new initiatives around style, content and strategy for each platform in collaboration with the Communications & Creative Content Manager and then implement the strategy.
- Manage DSWF's digital community across all social media channels with the goal to increase engagement and interaction from supporters.
- Contribute to the development of individual strategies for each social channel in order to build audiences and increase engagement across all channels through the use of effective hashtags, calls to action, original content and reaching out to untapped online communities to support DSWF's ambitious growth plans.
- Ensure interactive and engaging, trend led content across social media in support of the conservation, art, education and fundraising activities of DSWF that is tailored to each channel and target audience.
- Working closely with the Fundraising and Events Team to plan, co-ordinate, commission, edit and deliver stimulating content across the charity's social media channels to drive interest and engage with followers.
- Video and media editing using Adobe software, including adding captions for creating shareable video content.

Website

- Day to day content management of the DSWF website, ensuring copy and imagery is kept fresh, current and search engine optimised.
- Creation of WordPress pages, galleries and blog posts (including uploading imagery, executing back end updates to menus, categories, forms etc.) and making improvements to the DSWF Woo Commerce shop.
- Working with the Marketing & PR Manager to identify and implement improvements to the website to drive organic visitors, keep visitors engaged on the site through interesting content and a great user experience, and help DSWF to achieve its strategic outcomes through strong calls to action.

Graphic Design

- Design and production of communication and fundraising materials for print and digital distribution, including leaflets, banners, presentations, branded digital elements and other collateral.
- Image and photo editing for print and online distribution using Adobe Photoshop and In Design packages.
- Management of the DSWF image bank including appropriate naming of images for quick search, as well as attributing correct crediting info and any specific usage limitations.
- Ensure brand consistency across all DSWF channels, in keeping with DSWFs brand guidelines, ensuring correct logo and branding is displayed and consistent.
- Working with the Communications & Creative Content Manager to create, schedule and distribute DSWF's monthly eNewsletter and other targeted mailouts, such as the Wildlife matters magazine.
- Working with the Marketing & PR Manager to create digital content for the DSWF website.

David Shepherd Wildlife Foundation (DSWF) is a highly effective wildlife conservation charity operating across Africa and Asia to end wildlife crime. DSWF adopts a holistic approach to conservation that takes into consideration the vital importance of people in the fight to protect the world's most endangered wildlife. Through dedication and hard work, DSWF has influenced policy, shifted attitudes and provided an unwavering voice for wildlife conservation, from grass roots to the world stage, for over 36 years. Over £11 million has been raised so far to fund essential wildlife protection across the world.

Candidate Requirements:

The successful candidate will have managed social media accounts for a professional organisation, as well as having inputted to and executed a social media strategy themselves. Experience of social media scheduling software will be very useful. Adobe photoshop and InDesign skills are essential to the role, and video production and editing skills are also useful. Some experience of managing WordPress websites and blogs is essential, as are good copywriting skills for writing engaging and optimised content.

This is a dynamic and fast paced role that will oversee some of DSWF's fastest growing supporter channels. The role is well suited to someone with a can-do attitude who enjoys working at a brisk pace to communicate real time content across multiple channels. It is a terrific opportunity to develop website, social media and community management skills and provide an essential service to DSWF to be able to execute its key strategic goals. A passion for wildlife conservation would undoubtedly make the role more rewarding.

Holiday: 25 days per annum. Bank Holidays also provided, and an additional holiday entitlement will be given at DSWF's discretion around Christmas and New Year.

Location: Hybrid working between the DSWF Shalford Office, Home and occasionally London.

How to apply: Please email dswf@davidshepherd.org with your CV and a Covering Letter (Covering Letter to be no more than 2x A4 pages explaining why you wish to work for DSWF and why you are appropriate for the role). You will receive an email confirmation that your application has been received.