

JOB DESCRIPTION

Role:	Senior Content Executive
Reports to:	Marketing & PR Manager
Hours:	Full Time, 35 hours per week
Salary:	£28,500 per annum
Location:	Hybrid working between the DSWF Shalford Office (GU4 8JU) for a minimum of two days per week, and home with occasional travel
Annual Leave:	25 days per annum. Bank Holidays are also provided, and at DSWF's discretion the office usually closes between Christmas and New Year (additional to annual leave)

ABOUT DSWF

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 40 years. Over £13.5 million has been raised so far to fund essential wildlife protection across the world.

THE ROLE

The Senior Content Executive will play an important role in executing DSWF's marketing strategy. The successful candidate will work with the marketing 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 Senior Content Executive will work closely with all departments to ensure brand visibility, digital growth, and exposure.

Key responsibilities are split into two main areas:

Social Media

- Responsible for managing DSWF's social media channels including creating and scheduling appropriate and timely posts and monitoring day-to-day queries.
- Generate new initiatives around style, content and strategy for each platform in collaboration with the Marketing & PR 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.
- Work closely with the Fundraising 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.
- Work closely with DSWF's Field Partners to share appropriate updates and to maintain and build on these important relationships.
- Video and media editing using Adobe software, including adding captions for creating shareable video content.
- Provide appropriate social media support to DSWF's corporate partners and liaise with third parties and teams to cover key joint projects and milestones.

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 video editing for print and online distribution using Adobe Photoshop and InDesign 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 DSWF's brand guidelines, ensuring correct logo and branding is displayed and consistent.
- Work with the Marketing & PR Manager to create, schedule and distribute targeted mailouts, such as the Wildlife Matters magazine.
- Work with the Marketing & PR Manager, and the Senior Digital Marketing Executive to create digital content for the DSWF website and digital campaigns.

PERSON SPECIFICATION

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 required. Good copywriting skills for writing engaging and optimised content is expected.

This is a dynamic and busy 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 social media, community management skills and graphic design skills, and to provide an essential service to DSWF to be able to execute its key strategic conservation goals. A passion for wildlife conservation would undoubtedly make the role more rewarding.

HOW TO APPLY

Please email dswf@davidshepherd.org with your CV and a Covering Letter. Covering letters to be no more than 2x A4 pages explaining why you wish to work for DSWF and why you are appropriate for the role.