

# FREELANCE SOCIAL MEDIA MANAGER

## Application Pack

We are looking for an experienced freelance Social Media Manager to manage DSWF's organic conservation and art social channels, including Instagram (x2), Facebook (x2) and LinkedIn. This is a hands-on freelance opportunity with responsibility for social content, messaging, planning, publishing, performance monitoring and community management, working within DSWF's agreed marketing and campaign priorities.

### KEY RESPONSIBILITIES

- Plan, create, schedule and publish engaging content across DSWF's conservation and art Instagram, Facebook and LinkedIn channels.
- Manage the social content calendar, aligned with conservation, fundraising, art and education campaign priorities.
- Develop platform-specific messaging, copy, content angles and calls to action tailored to each audience.
- Create and edit social-first content, including Reels, Stories, interviews, event content and behind-the-scenes material.
- Source and repurpose photography, video and stories from conservation partners, artists, events and DSWF's archive.
- Identify and respond to relevant social trends, cultural moments and timely content opportunities.
- Create platform-specific content informed by audience behaviour, platform best practice and emerging trends.
- Manage ongoing community engagement across DSWF's social channels, including comments and messages, in line with agreed response priorities.
- Monitor performance and use metrics, insights and trends to strengthen content and engagement.
- Monitor relevant competitor and sector activity and emerging social media best practice.
- Maintain a consistent brand tone, visual identity and storytelling approach across social content.
- Provide social media coverage at selected DSWF events, as agreed in advance.

### WHAT WE'RE LOOKING FOR

- Proven professional experience managing social media for an organisation, charity or brand.
- Excellent social copywriting and storytelling skills.
- Strong knowledge of Instagram, Facebook and LinkedIn.
- Confidence creating and editing social-first content.
- Strong understanding of social trends, platform culture and emerging opportunities.
- Experience interpreting metrics and applying insights to improve performance.
- A thoughtful, responsive approach to community management.
- Creative, proactive and confident bringing new ideas to the table.
- Able to manage social delivery independently while collaborating closely with a wider team.
- Charity experience would be particularly valuable, although it does not need to be conservation-based.
- Experience in the arts and/or education would also be an advantage.

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## FREELANCE WORKING ARRANGEMENTS

- Time commitment: Budget based on approximately 21 hours of freelance support per week, with flexibility over when and how the work is delivered around agreed priorities, deadlines and meetings.
- Working arrangements: The freelancer will manage their own schedule, with availability for agreed team meetings, campaign planning, selected events and key time-sensitive activity.
- Freelance rate: £30 per hour
- Contract: Freelance contract for up to 12 months, subject to review.
- Location: Primarily remote, with occasional agreed in-person meetings and events.
- Main DSWF contact: Marketing & Communications Manager
- Works closely with: Senior Designer, Senior Digital Marketer (Web and eCRM) and Digital Agency

## THE APPLICATION PROCESS

**Closing date: Thursday 22 October**

To apply, please send a CV and cover letter of no more than two pages to [dswf@davidsshepherd.org](mailto:dswf@davidsshepherd.org). Portfolios and/or links to previous work are also welcome.

We value thoughtful applications that demonstrate your communication skills. A strong covering letter, clear examples of past work and attention to detail will help you stand out. While we're not opposed to applicants using AI tools to polish language or design, we're most interested in hearing your voice and seeing your ideas shine through.

We work closely with our freelance partners and will be interested in your working style, approach to collaboration, relevant experience and alignment with DSWF's values.

**First interviews** will be 30 minutes long and take place online on **Wednesday 4 November**.

**Second interviews** will be 50 minutes long and take place in person at our office in Shalford, near Guildford, on **Thursday 12 November**.

Throughout the interview process, we'll be keen to understand your approach to content creation and storytelling, how you think about engaging and growing online communities, and how communications can support fundraising and supporter engagement.

We will only shortlist candidates who can demonstrate strong professional social media experience through their application and examples of previous work.

**We will let the successful candidate know by Monday 16 November.**

**Please note:** We manage recruitment in-house and, as a small team, unfortunately cannot respond to every application or provide individual feedback. If you have not heard from us within one week of the closing date, please assume that your application has not been successful this time. We sincerely thank you for your interest in working with DSWF.

We are committed to building a diverse and inclusive team, and we particularly encourage applications from communities and backgrounds currently not widely represented in conservation and the arts.

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## **ABOUT DAVID SHEPHERD WILDLIFE FOUNDATION (DSWF)**

DSWF fights extinction by confronting wildlife crime and protecting endangered species across Africa and Asia in collaboration with international, national and locally led conservation partners. For over four decades, we have challenged and disrupted the illegal wildlife trade and strengthened protections through intelligence-led investigations, enforcement partnerships and policy reform.

We back frontline conservation and support long-term solutions, placing people and communities at the centre of lasting conservation success, today and into the future.

Since 1984, DSWF has invested millions of pounds directly into wildlife conservation. Our approach focuses on addressing the root causes of wildlife decline - from illegal trade and habitat loss to human-wildlife conflict and poverty, by supporting practical, locally driven conservation efforts.

By investing in economically and socially vulnerable communities at the centre of key conservation landscapes, we fund programmes that tackle the drivers of wildlife crime and help secure safer spaces for wildlife to survive. This includes support for law enforcement and investigations, education initiatives, and strategies that strengthen livelihoods and promote coexistence between people and wildlife.

Alongside our work in source landscapes, DSWF also addresses demand for illegal wildlife products in consumer countries and engages in national and international policy processes to strengthen protections for endangered species and their habitats.

Education also plays a central role in our long-term conservation strategy. Working globally, we strengthen understanding of biodiversity and wildlife crime, support locally led environmental learning initiatives and equip educators and partners with the tools to inspire informed action.

Founded by the celebrated wildlife artist and conservationist David Shepherd, creativity remains core to our work. We harness the power of art and education to help people connect with wildlife, build understanding of the challenges it faces, and generate lasting support for effective conservation action.

Through sustained commitment and partnership, DSWF has helped influence policy, raise awareness and amplify the voice of wildlife conservation - from grassroots initiatives to the global stage.

## **LINKS TO WEBSITE AND SOCIALS MEDIA ACCOUNTS**

[DSWF Website](#)

[DSWF Instagram account](#)

[DSWF Art Instagram account](#)

[DSWF Facebook](#)

[DSWF LinkedIn](#)

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