



## **Digital Media and Content Creation Manager**

**Location: Flexible remote and regular presence at our office in Horsham, West Sussex for executive and team meetings**

**Salary circa £30,000 - £35,000 FTE depending on experience**

**Level Grade 3 Band B**

**Full-time 35 hours per week**

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### **WHO IS BORN FREE?**

Born Free is a UK registered charity that works tirelessly to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect and are able to live their lives according to their needs. We oppose the exploitation of wild animals in captivity and campaign to keep them where they belong – in the wild.

### **ABOUT THIS OPPORTUNITY**

Are you excited about incredible content and the reaction it gets from an audience? Do you know what works, what doesn't, and why? Do you wake up and go to sleep scrolling through Instagram, Twitter and YouTube? Do you thrive by creating engaging stories? Do you understand strategy for social and best practices on how to bring it to life? Do you know how to harness and amplify a brand message to create authentic experiences and interactions with our community?

We are looking to recruit a Digital Media and Content Creation Manager who can take our captivating stories, spanning nearly 37 years of conservation and wild animal welfare, and deliver them to today's diverse audiences in exciting, creative and contemporary ways, engaging people of all ages,

Under the direction and leadership of the Head of Communications and PR, and with the support of the Digital Marketing & Communications Officer, you'll manage the development and delivery of all Born Free's social media and website communications, including – but not limited to – fully supporting quarterly marketing campaigns, producing impact reports and website development.

You will have the incredible opportunity to translate our powerful narrative, outstanding achievements, and ambitious plans to all touchpoints on social, working directly with our programmatic and marketing teams and the Co-Founder. You'll use your skills to build and grow our numbers around the unifying traits and interests of our different interest groups - while making them feel unique. This role is also responsible for curating and relationship-building with our growing influencer network.

Communications departmental responsibilities also include SEO maintenance and development in liaison with internal stakeholders, PR, advertising, digital, film, print, publications, emails and fundraising.

The Digital Media and Content Creation Manager will need to have the authority and experience to be immediately credible internally and externally, combined with the energy and hands-on attitude to thrive in a lean, fast-paced environment with strong focus on outstanding content, accuracy and performance. This role requires a truly collaborative approach,

embracing all aspects of the Foundation's overall work, and an understanding of how your work affects, and is affected by, the work of everyone around you.

## **RESPONSIBILITIES AND DUTIES**

- Ideate and define strategic social content reflecting the history and diversity of Born Free unified by a cohesive voice, but tailored to the interests of our followers, harnessing the unique aspects of each platform.
- Create a flexible, proactive and reactive content calendar for all social that enhances the broader programmatic, marketing and leadership plans.
- Curate outstanding social feeds that represent BFF, our values and what we stand for.
- Ensure that the BFF's brand is consistent across every platform, both internally and externally, including as part of tri-partite agreements with corporate donors and commercial partnerships and media.
- Live and breathe our brand voice and style guides, and continue to develop them through content, alongside our creative team.
- Aggregate comments, questions, and concerns across all public channels.
- Track, analyse and share KPI reports with team members to optimise content performance and audience growth.
- Reporting to the Head of Communications and PR, track and monitor KPIs in real time to take advantage of opportunities, and to adjust or pivot strategies, tactics and content development as needed; synthesise analytics to inspire new ideas.
- Monitor and provide feedback via all social channels to provide immediate support and resolution where needed.
- Work hand-in-hand with the Marketing and Fundraising, Programmatic and International Born Free teams to help them take advantage of opportunities and fully resolve issues, feedback and questions. Use this insight to refine our social offering to best reflect what stories our supporters want.
- Create robust, engaging, proactive and reactive influencer strategies.
- In collaboration with the Digital Marketing & Communications Officer, build Born Free's asset register of local, regional and international filmmakers, photographers and commercial photographic suppliers whom Born Free can draw upon for credited use of materials delivering quality photographic, video and other media content for special events, projects and campaigns at highly preferential rates.

## **OUR IDEAL CANDIDATE**

- Lives and breathes social – thrives on creating content and communications that genuinely connect with audiences.
- Inclusive, creative, courageous, discerning, curious, and devoted to Born Free, its Mission, and its followers.
- Doesn't just follow trends, is inspired to create their own.
- University degree in social media communications, media, journalism, marketing or related subject or, a minimum of 3 years in a similar role, with a proven track record.
- Strong writing and editorial skills with utmost attention to detail.
- Comprehensive, nuanced understanding of all social platforms, including emerging creative sensibility and a keen eye for look and feel; editorial storytelling experiences a big plus.
- Results-driven with the ability to analyse data and deduce implications for social and engagement strategies.
- Highly-motivated self-starter; capable of working independently, yet collaboratively, within a fast-paced environment.
- Quick-thinking, creative, hands-on, stress-tolerant, problem-solver.
- Has the desire to learn and grow – thirsty for feedback.

## DESIRED SKILLS

- Editing of short films for use on social media will form an important part of this role, so experience in Final Cut Pro, Adobe Creative Suite or similar, is highly desirable.
- Google Sheets or Excel.
- Social media-focused technologies and apps, with an eye on what is emerging as well as attention to what currently exists.
- A genuine curiosity and interest in both current affairs, wildlife related news, and sector-wide developments.

## FURTHER INFORMATION:

Please note that this role will involve occasional out-of-hours working (including evenings and weekends) and on call duties to ensure the Foundation's social media channels are active and monitored at peak times and during events.

Our excellent benefits package includes opportunities for continuous professional learning, a generous annual leave entitlement, working from home with regular team meetings (Covid permitting) to help you maintain a healthy work-life balance, wellbeing support, and a competitive pension.

At Born Free we strive to create a working environment that promotes and values diversity; where everyone feels empowered to bring their full, authentic selves to work in a creative and safe space. We are committed to equal opportunities and to building a more inclusive team that reflects the communities we serve. There is more work to be done and we endeavour to continuously make progress, hold ourselves accountable and grow, both as a business and as individuals.

**Applications with a covering letter and CV should be sent to [bornfreehr@aspiringhr.com](mailto:bornfreehr@aspiringhr.com) by 5pm Friday 12<sup>th</sup> March 2021. *Important: Please include DIGMGR/21 in the subject of your email.***

Please note that if an application is received which is particularly interesting to Born Free, we will be contacting candidates on a rolling basis for interview before the dates above. So, if this is the job you want to apply for, apply now, and don't wait until the deadline date.

If you do not receive an invitation for an interview by Wednesday 17<sup>th</sup> March, then you have unfortunately not been shortlisted. The first round of interviews are scheduled to take place on Thursday 18<sup>th</sup> March. The interviews are likely to take place on Zoom, due to Covid-related restrictions.

Thank you!

*No enquiries from Recruitment Agencies please.*

## About Born Free:

We promote Compassionate Conservation to enhance the survival of wildlife, especially threatened species in the wild and protect natural habitats while respecting the needs and safeguarding the welfare of individual animals. We seek to have a positive impact on animals in the wild and protect their ecosystems in perpetuity, for their own intrinsic value and for the critical roles they play within the natural world.

Set up initially as Zoo Check in 1984 by Bill, Virginia and their son Will Travers, Born Free has worked tirelessly for nearly 37 years to prevent captive animal suffering and phase-out zoos. Will continues to lead the organisation as Executive President, and Virginia remains active on the Board of Trustees and works closely with the team to share our vision and programmes on public forums.