



## **SOCIAL MEDIA OFFICER**

**Role Title: Social Media Officer**

**Location: Remote/Flexible remote with regular presence at our office in Horsham, West Sussex for team meetings**

**Department: Comms**

**Reports to: Digital Marketing Lead**

**Hours: Part time 21 hours per week**

**Salary: £28,000 (FTE)**

### **About the Charity**

*Born Free works tirelessly to ensure that all wild animals, whether living in captivity or the wild, are treated with compassion and respect and can live according to their needs. As a leading wildlife charity, we oppose the exploitation of wild animals in captivity and campaign to keep them where they belong – in the wild.*

*We promote Compassionate Conservation to enhance the survival of wildlife, especially threatened species in the wild, and to protect natural habitats while respecting the needs and safeguarding the welfare of individual animals. We seek to positively impact 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 Travers, Dame Virginia McKenna, and their son Will Travers, Born Free works tirelessly 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, working closely with the team to share our vision and programmes on public forums.*

### **The Role**

*The Social Media Officer will need to have the energy and hands-on attitude to thrive in a lean, fast-paced environment with a 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.*

### **Key tasks will include:**

- Working under the direction of the Digital Marketing Lead, design and deliver creative and engaging social media plans
- Ideate, write, curate and collate holistic organic content that reflects the history and diversity of Born Free, tailored to the interests of our followers, harnessing the unique aspects of each platform.
- Plan, deliver and monitor paid social campaigns, primarily within Meta, across lead generation, fundraising and advocacy
- Schedule content on Sprout Social and in-app when appropriate
- Ensure content is adapted / suitable for specific channels / audiences
- Monitor, track, analyse and report on performance on social media platforms using tools such as Sprout Social, Google Analytics and Facebook Insights and recommend improvements to increase performance.
- Identify consumer trends to help with planning social media campaigns.
- Optimise content to further encourage community interaction and engagement.
- Research and evaluate the latest tools and techniques in order to find new and better ways of measuring social media activity.

- Analyse competitor activity.
- Set targets to increase brand awareness and increase customer engagement and loyalty.
- Create a flexible, proactive and reactive content calendar for all social platforms that enhances the broader programmatic, marketing and leadership plans.
- Analyse programmatic publications and reports to identify potential social media stories, and adapt scientific language for a mainstream audience.
- Ensure that the BFF's brand is consistent across every platform
- Live and breathe our brand voice and style guides, and continue to develop them through content, alongside our creative team.
- Assist with content creation where needed (e.g. other staff on leave)
- Respond to our social media community and liaise with programmatic teams where needed for responses
- Identify opportunities to work with relevant social media influencers to amplify Born Free's campaigns
- Track, analyse and share KPI reports to optimise content performance and audience growth, and take advantage of opportunities, and adjust or pivot strategies, tactics and content development as needed.

#### **Key attributes and experience required for the role:**

- Lives and breathes social – thrives on creating content and communications that genuinely connect with audiences.
- University degree in marketing or related subject or, a minimum of 3 years in a similar role, with a proven track record.
- Comprehensive, nuanced understanding of social platforms including but not limited to Instagram, Facebook, LinkedIn, X, Bluesky and TikTok, including emerging creative sensibility and a keen eye for look and feel.
- Strong writing and editorial skills adaptable to every platform, with utmost attention to detail.
- Direct experience in delivering paid social campaigns on Meta.
- Experience using social media-focused technologies and apps, with an eye on what is emerging as well as attention to what currently exists, including Sprout Social, or similar scheduling software.
- 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.
- Inclusive, creative, courageous, discerning, curious, and devoted to Born Free, its Mission, and its followers.
- Quick-thinking, agile, creative, hands-on, resilient, stress-tolerant, problem-solver
- A genuine curiosity and interest in both current affairs, wildlife related news, and sector-wide developments.
- Creative skills for contributing new and innovative ideas.
- Strong communication and people skills for articulating ideas to colleagues and the wider organisation, with excellent teamworking, collaboration and networking skills
- This role will have a duty for safeguarding the welfare of children and young persons in relation to online activity and will be required to adhere to all Born Free policies in relation to safeguarding, including participation in specific safeguarding training sessions.

#### **Working Relationships**

This role reports to the Digital Marketing Lead, and will work closely and collaboratively with the Creative Content Officer and Communications Officer, as well as supporting the wider communications team and liaising with all programmatic departments.

## **Born Free Values and Behaviours**

**Integrity** – *The quality of being honest and having strong moral principles*

**Team** – *A group of people coming together as a team to achieve a common goal*

**Kindness** – *The quality of being friendly, generous and considerate*

**Collective ambition/impact** - *How a team think about why they exist, what they hope to accomplish, how they will collaborate to achieve their ambition, and how their brand promise aligns with their core values. The team will not pursue a single ambition; instead, they will collaborate to shape a collective ambition that supersedes individual goals and takes into account the key elements required to achieve and sustain excellence.*

**Note:** This job description outlines the roles, duties, and responsibilities of the post. It is not intended to detail all specific tasks. Born Free reserves the right to alter the content of this job description to reflect the changing needs of the organisation but is a correct reflection of the main duties of the post at the time of writing.

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

Born Free is an Equal Opportunities employer and positively encourages applications from suitably qualified and eligible candidates, regardless of age, sex, race, disability, sexual orientation, gender reassignment, religion or belief, marital/civil partnership status, or pregnancy and maternity. We welcome requests for flexible working.

**To apply, please send a CV and cover letter to [bornfreehr@omnygroup.co.uk](mailto:bornfreehr@omnygroup.co.uk), please include SMO-2025 in the subject of your email.** The closing date for applications is 09.00 on Monday 23<sup>rd</sup> June 2025. Born Free politely requests no contact from recruitment agencies or media sales. We do not accept speculative CVs from recruitment agencies nor accept the fees associated with them.

If you do not receive an invitation for an interview by the 27<sup>th</sup> June 2025 then you have unfortunately not been shortlisted. Thank you for your interest.