

WILDAID

Job Description Digital Marketing Associate

WildAid is a non-profit organization with a mission to protect wildlife from illegal trade and other imminent threats. While most wildlife conservation groups focus on protecting animals from poaching, WildAid primarily works to reduce global consumption of wildlife products such as elephant ivory, rhino horn and shark fin soup. With an unrivaled portfolio of celebrity ambassadors and a global network of media partners, WildAid leverages more than \$308 million in annual pro-bono media support with a simple message: When the Buying Stops, the Killing Can Too.

The Digital Marketing Associate will be instrumental in using social media and digital marketing channels to build WildAid's brand awareness in the U.S., expand and retain an engaged supporter base and amplify WildAid's campaign messages to reduce the global demand for wildlife products.

Reporting to the Communications Director, the Digital Marketing Associate will manage and implement WildAid's US social media, website and email content and marketing.

Primary Duties and Responsibilities

Social Media

- Promote WildAid for maximum exposure on social media
- Co-develop and execute a plan to expand WildAid's presence on social media channels
- Craft and schedule social media posts
- Develop social media visuals – cards, ads, banners, infographics, etc.
- Develop and run social media ads
- Develop social media toolkits
- Plan and run social media live events
- Run social media listening analytics and reporting
- Manage supporter relations on social media
- Co-develop and roll out social media engagement activities
- Work with the video team to develop short videos for our social media profiles and our website
- Answer and respond to social media mentions, DMs, comments on social media
- Identify influencers on social media and build relationships with them
- Summarize social media statistics and create reports to present to the WildAid team

Website

- Draft blogs for review by the Communications Director
- Post blogs, image and video content
- Update content on the homepage and webpages
- Website troubleshooting
- Use Google Analytics to monitor and report on website traffic, audiences, user journey etc.
- Manage WordPress updates

Email Marketing

- Co-develop and execute a plan to grow, retain and engage our email subscribers
- Draft email newsletter content for review by the Communications Director
- Build emails and schedule distribution
- Run analytics and reporting
- Update and manage distribution lists
- Co-develop and implement email marketing campaigns

General

- Act as the first point of contact for communications enquiries and requests from WildAid staff
- Answer general incoming inquiries to communications@wildaid.org
- Work closely with the Development team to design and coordinate specific email, web and social media content for fundraising and development
- Provide content marketing support to the Development team with corporate and donor partnerships
- Oversee the day-to-day work of volunteers and interns to assist on an as-needed basis
- Ensure a consistent WildAid “voice” on all social media channels, the website and emails that conform to our brand guidelines
- Use a Digital Asset Management system to archive and source videos and images to develop communications and marketing materials
- Support the Communications Director on other communications work as needed

Key Competencies & Ideal Profile

We seek a dynamic, entrepreneurial self-starter, who is experienced in developing effective social and digital communications. This individual will be inspired by the opportunity to play a pivotal role in WildAid’s efforts to end the illegal wildlife trade.

WildAid is a small, lean, and growing organization. All staff members must be comfortable in an entrepreneurial, start-up culture. Strong project management skills and the ability to prioritize multiple, often competing demands are critical. The successful candidate must be able to work independently without a great deal of supervision. S/he must also have excellent interpersonal skills to influence and collaborate with staff, volunteers, and pro bono partners.

Minimum Qualifications

- Bachelor’s degree
- Minimum 3 years’ experience working in social media and digital marketing in a fast-paced organization
- Highly-organized multi-tasker
- Excellent writing and editing skills
- Strong verbal communication skills
- Ability to work with vendors
- Ability to work independently and as part of a team
- Graphic design and photo editing skills
- HTML coding skills for web content
- Experience using paid social
- Ability to build emails and manage distribution lists
- Possess data analytic skills

- Experience using Digital Asset Management systems
- Knowledge and experience using the following software/platforms:
 - Facebook, Twitter, Instagram, LinkedIn, YouTube, Vimeo and TikTok
 - MailChimp
 - Sprout Social and Meltwater
 - Classy
 - Canva
 - WordPress
 - Microsoft Office including Outlook, Word, Excel, PowerPoint and SharePoint
 - Google Analytics
 - Slack
 - Adobe products including Photoshop and Acrobat
 - Zoom and Skype

Desirable Qualifications

- Familiarity with environmental advocacy and wildlife protection programs
- Demonstrated experience in creating effective, result-driven social media and email marketing campaigns
- Knowledge of video and audio production and online content design
- Interest and experience in donor communications and online fundraising
- Knowledge and experience using SEM, SEO, digital advertising, paid search and social media AR filters

Equal Opportunity Employer

WildAid is committed to being inclusive and is proud to be an equal opportunity employer. We will consider all applications and applicants.

Location

San Francisco, California. Applicants must be legally authorized to work in the United States.

How To Apply

Please submit a resume and thoughtful cover letter detailing your interest and experience to jobs@wildaid.org with the subject line "Digital Marketing Associate."

Hiring decisions will be made on a rolling basis, and applications are encouraged to be submitted before May 17, 2021.