

WILDAID

Social Media Manager Job Description 2021

The illegal wildlife trade is a multi-billion-dollar global industry. While most wildlife conservation groups focus on scientific studies and anti-poaching efforts, WildAid works to reduce global demand for wildlife products through \$300M+ in traditional media advertising, featuring celebrities such as Jackie Chan, Prince William, Yao Ming, Dunai Gurira, and many more.

The Social Media Manager (SMM) role will be responsible for leveraging social media and other digital channels to engage the supporter base and amplify WildAid's campaign messages in the United States. Reporting to the Chief Communications Officer (CCO), the SMM will design, implement, and manage WildAid's US social media & digital strategy, including discovery, content, and promotion. They will define social media best practices, collaborate with program teams to produce inspirational content, and work with WildAid's social media managers in program countries to optimize global impact.

The ideal candidate will have a background in social media marketing, campaign design, branding, and performance measurement. They will be highly dynamic, entrepreneurial, and organized self-starter, that can work independently and as part of a team. This individual will be inspired by the opportunity to play a pivotal role in WildAid's efforts to end the illegal wildlife trade.

Responsibilities

- Develop and execute a strategy to expand WildAid's United States presence on social media and other digital channels (e.g. blog, website, email)
- Identify target audiences and preferred platforms (e.g. LinkedIn, YouTube, Facebook, website, blog, newsletter, email, etc.)
- Develop a content strategy and, along with program teams, create engaging digital content (videos, images, stories, hashtags, infographics, blog posts, newsletters, etc.)
- Manage distribution of content across all relevant social and digital channels
- Create and implement a content promotion plan, including promotion by WildAid's Ambassadors & Staff, paid promotion, and other promotion mechanisms
- Manage all aspects of the social and digital channels including live events, communities, comments, messages, mentions, creator partnerships, etc.
- Monitor and report campaign metrics, traffic sources, audiences, user journey etc.
- Develop social media toolkits to be leveraged by regional teams
- Work with the Development team to design and coordinate specific content for fundraising, development, and corporate & donor partnerships
- Oversee the day-to-day work of volunteers, interns, and vendors to assist on social media on an as-needed basis
- Manage and maintain all digital properties

Minimum Qualifications

- Minimum 5 years' experience working in social media and digital marketing in a fast-paced organization
- Excellent interpersonal skills and the ability to influence and collaborate with staff, volunteers, and pro bono partners
- Proficiency with social media management tools (e.g. Sprout, Hootsuite)

- Experience with Google analytics, brand monitoring tools (e.g. Meltwater), and general campaign analytics
- Experience designing, monitoring, and optimizing paid social
- Excellent writing and editing skills
- Bachelor's degree

Preferred Qualifications

- Competency in website design (HTML, WordPress, etc.)
- Knowledge of SEO and keyword research tools
- Graphic design and photo editing skills

Location

Remote position. Availability to work Pacific Time hours required. Potential to have a hybrid model if based in SF Bay Area.

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.

How To Apply

For immediate consideration, please send a cover letter, resume and how you heard about this position, to jobs@wildaid.org with the subject line 'Social Media Manager.'