

WILDAID

Social Media Manager

Job Description

WildAid is a growing unique and dynamic global wildlife conservation non-profit based in San Francisco. With a \$13 million annual budget, WildAid leverages over US\$200 million in donated media placement and has received the highest Four Star rating from Charity Navigator. Its campaigns have contributed to an 80% decline in shark fin imports to China and an estimated 75% reduction in ivory and rhino horn prices in China and Vietnam, as well as China's ivory ban and a host of other conservation successes.

Established in 1999, WildAid's mission is to protect wildlife by ending the illegal wildlife trade and conserving critical habitats. WildAid pioneered demand reduction in conservation and works to reduce global consumption of wildlife products by persuading consumers not to buy them. With an unrivaled portfolio of celebrity ambassadors and a global network of media partners, WildAid is able to deliver high-impact, culturally sensitive multimedia campaigns reaching hundreds of millions of people every week by leveraging donated media space. We also promote conservation to people across Africa through local ambassadors and combat climate change with campaigns to reduce meat consumption and promote lower carbon transport in China. Our expanding marine program strengthens marine protected areas around the world.

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.

To Apply

Please submit cover letter and resume to jobs@wildaid.org with the subject line "Social Media Manager." Information sent to other email accounts will not be considered.