

BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION

JOB TITLE:	Digital Communications and Campaigns Officer
DIVISION/DEPARTMENT:	Global Communications
LOCATION:	Cambridge

1. OVERALL PURPOSE OF JOB

To lead on the engagement of BirdLife's external audiences through its various digital channels, primarily social media, developing its appeal, but also the website and awareness-raising campaigns, while also providing support on fundraising appeals and e-mail marketing and communications.

2. WORK RELATIONSHIPS

REPORTING TO:
Global Director of Communications
PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT:
Communications, Fundraising, Science, Policy, PCCD, Conservation. Regional teams, particularly communications staff
PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK:
There may be opportunities to work with BirdLife Partners on specific activities
PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES:
Media and conservation partners, external contractors including graphic designers, web developers and creative agencies

3. KEY WORKING RELATIONSHIPS

Contact	Level (1-3)	Contact	Level (1-3)	Contact	Level (1-3)
BirdLife Network Organisation Staff	2	General Public	3	Institutional policy makers /Politicians/ Corporations	2
BirdLife Advisory Groups, Committees, Reg. Councils	0	Press & Media	2	Institutional Funders	1
BirdLife Global Council	0	Regulators/Legislators/ Auditors	0	Individual donors/ members	1

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Suppliers/Service Providers	2	Scientific Community	2	Royalty/VIPs/High worth Individuals	0
Level of Contact 1.= General Informing. "Appearance, first impressions". May have some independent outside exposure and contact, primarily informative. 2.= Presenting/Representing/Reporting "Relationship management". Frequent exposure representing BirdLife. Maintaining individual contacts. Frequently managing information flow. 3.= Justifying/Negotiating - "Influencing decision makers". Frequent exposure as lead contact, representing Birdlife to highly influential people. Responsible for complex and sensitive/high risk communications.					

4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

By main work area:
<ol style="list-style-type: none"> 1. Develop and oversee the implementation of BirdLife International's social media and digital campaigning strategy and initiatives 2. Work with external contractors and the Content and Stories team to support the BirdLife International website, including commissioning and/or producing new multimedia content and campaign-specific websites or web pages 3. Community management: develop the content calendar and monitor interaction and performance of the accounts, ensure users are responded to as appropriate 4. Develop and deliver Facebook, Instagram and Twitter Ads campaigns 5. Maintain awareness of and familiarity with the latest and cutting edge digital and social media tools and developments to keep BirdLife's digital presence innovative and compelling 6. Provide creative, editorial and operational support for communications projects and events, in cooperation with relevant colleagues in BirdLife International. Develop digital comms and content packages and toolkits for global partner use around given campaigns as appropriate. 7. Monitor and report analytics through Google Analytics and other social media monitoring tools 8. Develop a Search Engine Optimisation strategy working closely with the editorial team 9. Work collaboratively with Fundraising staff to support digital and other fundraising efforts 10. Develop and monitor the external newsletter 11. Improve the digital user experience working with the web manager 12. As part of the BirdLife team, support the Global Director of Communications with any other communications projects and activities and perform other duties and tasks as required, consistent with the skills and expertise of the post holder, in non-routine circumstances

5. LIMITS OF AUTHORITY/RESPONSIBILITY FOR RESOURCES

RESPONSIBILITY AREA	LEVEL OF AUTHORITY
Financial/Budgetary	Freelance budget as agreed with Global Director of Communications
Contracts – Funders	None
Contracts – Staff/Consultants	None

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Contracts – Service providers	None
Legal Responsibility	None
Other	

6. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
Minimum General Education	University Degree level or equivalent experience desirable.
Job Specific Knowledge and Education/Qualification	A passion for using communications to urgently fight the global biodiversity/nature and climate crises. A degree or other qualification in any appropriate discipline related to communications or marketing.
Job Specific Knowledge	Good knowledge of environmental topics.
Experience	<p>Experience in communications, social media and digital community management. Experience in digital campaigning or marketing, with demonstrated success, preferably in either the commercial or not-for-profit sector.</p> <p>Proven ability to write and deliver effective, audience-focused communications and campaigns. A strong track record of effectively using and developing a presence on key social media platforms (including Facebook, Twitter, Instagram, YouTube and LinkedIn) to build relationships and share information.</p>
Management & organisational skills	Good organisational and planning skills and an ability to adhere to deadlines. A self-starter capable of hearing and incorporating management guidance and priorities in one's own initiatives with the confidence and imagination to propose alternatives and solutions
Communications skills	<p>Excellent presentation and facilitation skills. Good written and oral communication skills with the ability to understand complex policy and scientific issues and to articulate these in a simple, catchy way including using story-telling, case studies, illustrations, infographics, videos and social media. Excellent presentation and facilitation skills.</p> <p>Good interpersonal, networking and team working skills with the enthusiasm and ability to collaborate with, motivate and advise others (colleagues, BirdLife Partners and allies, stakeholders).</p> <p>Experience in developing and implementing Facebook and Twitter Ad campaigns, with knowledge of split and multivariate testing. An awareness of GDPR, privacy issues, copyright and public domain issues desirable.</p> <p>Knowledge of e-mail marketing; drafting and sending campaign and/or news e-mails with MailChimp. A knowledge of Wordpress is desirable.</p> <p>Design and video editing skills desirable. Canva and Adobe suite skills especially</p>

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Creativity & Initiative	Ability to solve problems, to identify emerging issues, and to spot linkages and opportunities for synergies. Capacity to propose and integrate new ideas and approaches.
Computer Literacy	Excellent computer literacy in standard software packages/office applications. Excellent skills in the use of Canva and Adobe creative Suite, including Premier Rush and Premier Pro.
Languages	Fluency in oral and written English. Fluency in a second language, especially Spanish and French, desirable.
Travel requirements	Rare international travel.
OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES	
Team player with interest in and commitment to the environment, nature conservation, local communities and civil society. An awareness of the scale of the planet's existential crises and passionate energy to contribute to working for the societal changes needed to address them.	
Prepared by:	Date:
Christopher Sands	January 2022