



Position Title:	<b>Communications and Social Media Advisor</b>
Location:	Wellington, Aotearoa New Zealand
Reports to:	Communications Manager
Direct reports:	0

### **Purpose of the Position**

We're on the lookout for a talented communications professional to help us tell the story of WWF-New Zealand's work and lead the design and delivery of our digital and social media content.

By joining WWF-New Zealand you'll become part of one of the world's largest conservation organisations and have a vital role to play in our work to create a future in which people live in harmony with nature.

In New Zealand we have a particular focus on advocating for marine protection and accelerating nature-positive climate action. With thousands of Aotearoa's native species at risk of extinction and climate-related natural disasters becoming more frequent, you'll have the opportunity to work on some of the most important and topical issues of our time.

The Communications and Social Media Adviser will be a part of a small team responsible for telling a compelling story of WWF-New Zealand's work to the public and building engagement with new and existing audiences.

You will lead the planning and production of WWF-New Zealand's social media content, prepare written materials for different channels, and support the Communications Manager with our wider public-facing activity and media engagement.

You will also work closely with the Fundraising Manager to support the development of fundraising campaigns; maintain the WWF-New Zealand website; support our communications with supporters; and contribute to the marketing of key events and campaigns.

Our ideal candidate will be digitally-savvy; creative; a great writer and communicator; and passionate about environmental issues.

### **What you will do**

#### *Social media management*

- Lead the design and production of high-quality, engaging social media content to support our campaigns and policy advocacy work.

- Produce social content optimised for different channels, such as videos, infographics, and animations - and create post assets with tools such as Canva.
- Plan and manage social media content plans and calendars to ensure content is timely.
- Monitor social feeds and stay attuned to political developments, topical events and current social media trends to spot opportunities to join the conversation.
- Liaise with external agencies on paid social media and digital campaigns and lead-generation.
- Track and report on reach and engagement and use insights to improve performance.
- Curate the visual representation of the WWF-New Zealand brand across all channels, ensuring that all business communications and marketing materials are consistent with the WWF-New Zealand brand guidelines.
- Capture content for social media (i.e. photos and videos) at WWF-New Zealand events and engagements.

#### *Communications activity*

- Support the delivery of the WWF-New Zealand Communications Strategy.
- Assist the Communications Manager in preparing written content such as opinion pieces, articles, media briefings and press releases.
- Assist the Communications Manager with WWF-New Zealand's media engagement, including developing story ideas to pitch to the media, facilitating interviews for the Chief Executive Officer, and engaging with journalists.
- Produce campaign-aligned content designed to engage and build relationships with existing and new audiences
- Create regular supporter retention communications, particularly emails using the Account Engagement platform.
- Stay attuned to WWF activity across the international network and identify opportunities to communicate this locally.
- Work with external stakeholders and partners to plan, implement and review communications activities for specific projects.
- Work with the Communications Manager on marketing materials such as banners and leaflets to support advocacy efforts and digital content.

#### *Fundraising activity*

- Support the delivery of the WWF-New Zealand Fundraising Strategy.
- Work closely with the Fundraising Manager to support the development of fundraising campaigns.
- Help deliver fit-for-purpose communications to our supporters.
- Contribute to the marketing of key events and campaigns.

#### *Website management*

- Help manage the WWF New Zealand website, including content development, posting, copywriting, visitor experience and usability.

#### *Commitment to Te Tiriti o Waitangi*

- Continually build capacity and confidence in embracing and honouring te ao Māori, including te reo Māori me ōna tikanga, and Te Tiriti o Waitangi.

## **Key relationships**

### *Internal:*

- Communications Manager
- Fundraising Manager
- Conservation Impact team
- CEO
- WWF International Networks, including the Asia Pacific Regional Team

### *External:*

- WWF supporters and the general public
- Audiences on social media channels
- Marketing teams within our conservation partners
- Suppliers

## **Your key skills and experience**

You will have at least three years' of relevant professional experience. You will be up to date with current social media trends and be knowledgeable in using production, monitoring and analytics tools.

You will be a skilled and confident communicator, with strong written skills and the ability to write engaging copy for a variety of audiences.

You will have exceptional relationship management skills and the ability to work autonomously.

You will be results-driven, able to develop innovative and creative digital and social media campaigns within time and budgeting constraints. Your attention to detail will be excellent.

While it would be beneficial to have experience in the not-for-profit sector, a passion for connecting the public with conservation and nature is critical.

Our preferred candidate will appreciate the dynamics of a not-for-profit organisation with limited resources and community needs, so is willing to roll up their sleeves and provide support where required.

### *Required:*

- A relevant tertiary qualification in Marketing, Communications, Science Communications, or another relevant discipline.
- Three years' workplace experience in marketing and/or communications.
- Experience in managing social media channels and monitoring, tracking, and evaluating digital marketing content.
- Experience in working with the media, briefing journalists, and producing copy for media publications.
- Ability to create a range of content formats which follow current digital marketing trends, i.e, short format video.
- Strong copywriting and story-telling skills across communication channels.
- A passion for protecting our environment.

### *Desirable*

- Experience in managing relationships with external marketing agencies.
- Experience working with web content management systems.
- Demonstrable design skills, with experience with Adobe, Canva and/or video editing software.
- Experience working with third-party analytics tools.
- Experience in work related to conservation or the not-for-profit sector.

### **Your key personal attributes**

#### *You will be:*

- Committed to WWF's values and passionate about protecting our environment.
- Able to work cooperatively with others and open and approachable in your professional manner.
- Able to manage competing priorities on your time in a fast-paced environment.
- Able to work autonomously
- Willing to assist with wider team priorities and support team-members.
- Able to demonstrate integrity, inspire trust, and resolve conflict.