

ROYAL FOREST AND BIRD PROTECTION SOCIETY OF NEW ZEALAND INC.

JOB DESCRIPTION

JOB TITLE

Communications Advisor - Digital and Social Media

PURPOSE

Coordinate Forest & Bird's digital and social media communications to achieve maximum impact of our conservation messaging. Provide high quality advice to the rest of the organisation on digital and social media matters.

SPECIFIC DUTIES & RESPONSIBILITIES

Social Media

- Develop social media content plans and calendars that include a range of content formats
- Implement the delivery of content across all Forest & Bird social media channels
- Respond to comments and direct messages across all digital platforms, problem-solving where required, in line with brand guidelines
- Stay up to date with current social media trends and curate brand-appropriate content, where suitable, to join relevant conversations and trends
- Work with external stakeholders to create social media advertising campaigns in support of wider marketing campaigns, monitor analytics and provide advice where changes may be required to maximise ROI
- Curate the visual representation of the Forest & Bird brand across all channels, ensuring that all communications and marketing material are consistent with brand guidelines
- Capture content for social media (i.e., photos and videos) at Forest & Bird events and engagements
- Write content for social media, ensuring it aligns with our conservation messaging and campaigns
- Report monthly on the progress, highlights, and challenges of Forest & Bird's social channels
- Support Communications and Marketing Manager to develop a digital strategy for digital reach and engagement

Digital Communications

- Coordinate and work with relevant teams to deliver content for Forest & Bird's e-newsletters and other digital communications
- Optimise digital communications to drive engagement, website traffic, and conversions (where relevant)
- Report monthly on engagement with digital communications
- Support digital aspects of advocacy campaigns, conservation initiatives, and fundraising appeals

Website Management

- Manage the Forest & Bird website, including coordinating content development, posting, copywriting, SEO, user experience and usability
- Develop and curate relevant content for the Forest & Bird website, and feed into website revitalisation projects
- Support internal stakeholders with online fundraising and e-commerce platforms, including content creation, SEO, user experience and usability
- Work with external stakeholders to monitor web analytics and provide advice where changes may be required to maximise ROI on advertising spend
- Report monthly on Forest & Bird's digital visitation and engagement
- Ensure website content reflects current conservation campaigns and priorities

General Marketing and Brand Delivery

- Work with Communications and Marketing Manager to design and deliver inspiring and effective marketing solutions in support of conservation campaigns, advocacy initiatives, and special projects, providing advice on marketing materials to support digital content
- Design and deliver digital marketing campaigns that support the organisation's conservation

- storytelling, membership targets, events, programmes and fundraising targets
- Meet deadlines across all projects and programmes of work
 - Support branch committees with digital marketing guidance when appropriate

Commitment to Te Tiriti o Waitangi

- Continually build capacity and confidence in embracing and honouring te ao Māori, including te reo Māori and Te Tiriti o Waitangi
- Actively seek opportunities to enhance the reflection of te ao Māori in our day-to-day work

Health and Safety

- All employees have a responsibility to work towards keeping a safe and healthy work environment by practising safe work methods, identifying workplace hazards, and using appropriate safety equipment

Internal:

- Communications and Marketing team
- Communications Marketing Manager
- Conservation Policy & Advocacy team
- Growing Support team
- Conservation Project Delivery team
- Fundraising team
- Youth Network

External:

- Members and supporters
- Audiences on social media channels
- Communication and Marketing teams within our conservation partners
- Suppliers

A passion for conservation and protecting New Zealand's unique natural heritage is essential. The 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.

GENERAL DUTIES & RESPONSIBILITIES

- Be punctual and work the hours and times specified.
- Prioritise workload to ensure work of the greatest importance to the business is undertaken with urgency and to a high standard.
- Support and help develop a positive workplace culture.
- Demonstrate excellent interpersonal communication skills.
- Responsibly manage all business resources within accountability levels.
- Undertake all duties and responsibilities outlined in this job description and all other duties as required by the business.
- Comply with all employment obligations.
- Promptly undertake to complete all reasonable and lawful instructions and directions given.
- Serve the business in good faith, promoting and protecting the business's best interests.
- During work time, and such other times as may be reasonably required, dedicate all effort to the execution and fulfillment of the duties, responsibilities, obligations, and instructions related to employment.
- Demonstrate through own actions a commitment to Health and Safety at work when undertaking work or observing others in the workplace.

SKILLS, EXPERIENCE & EDUCATION

- 3 years of communications and marketing experience delivering awareness and engagement campaigns across multiple digital marketing channels.
- A relevant tertiary qualification in communications, marketing or equivalent industry qualification in digital communications or marketing
- Up to date with recent social media trends, including the ability to use social media and other digital platforms.
- Knowledgeable about SEO and analytics tools.
- Highly experienced with videography, photography and relevant editing skills
- Exceptional relationship management skills
- Ability to work autonomously
- Results-driven, able to develop innovative and creative online marketing campaigns within time and

budget constraints, and attentive to detail.

- Experience in conservation, advocacy campaigns, or the not-for-profit sector is desirable
- Experienced in monitoring, tracking, and evaluating digital marketing channels
- Project management skills
- Strong copywriting and story-telling skills across communication channels
- Ability to create a range of content formats which follow current digital marketing trends, i.e., short format video
- Has managed relationships or worked with external marketing agencies
- Has demonstrable experience in managing websites and social media channels
- A high level of computer literacy, specifically:
 - o Experience working with web content management systems including a basic understanding of HTML
 - o Intermediate to advanced skills using the Microsoft 365 Suite – including SharePoint, Teams, and other relevant applications
 - o Helpful to have some design skills
 - o Experience working with third-party analytics tools
- Ability to communicate a wide range of messages (sometimes complex) to diverse audiences in an accessible manner
- Understanding of conservation issues and ability to communicate them effectively

Personal Attributes

- Leads projects effectively
- Takes personal responsibility and is accountable
- Supports and encourages other team members
- Works co-operatively with others to achieve outcomes
- Willingness to assist with wider team priorities
- Proactively and appropriately resolves conflict
- Passionate about nature conservation and environmental protection