



## Save the Rhino International: Social Media Officer Job application pack

### 1. Brief job description

**Role:** Social Media Officer

**Salary:** £23,000 - £27,000, depending on experience

**Holiday allowance:** 25 days plus UK bank holidays

**Contract type:** Permanent contract

**Probation period:** Six months

**Hours of work:** Team members work a 35-hour week (excluding lunch hours)

**Start date:** As soon as possible

**Location:** Save the Rhino's office at Unit 3, Coach House Mews, 217 Long Lane, London SE1 4PR, with flexible / hybrid working as agreed with your line manager

**Line Manager:** Communications Manager

**Application closing date:** midnight, Monday 10 April 2023

### 2. About Save the Rhino International – leading the charge!

At Save the Rhino International, we believe rhinos are magnificent, in themselves and as champions of the incredible wild landscapes in which they live. And they are endangered. To thrive, both rhinos and people need a world that is healthy, diverse and resilient.

We connect people striving to conserve rhinos and their habitats with people who want to support that vital work, and we contribute our own knowledge and skills to the conservation effort. Every day we work with a wonderful community of passionate friends, partners and supporters, to ensure that all five species of rhinos thrive in the wild.

Our core values, on which we will never compromise, are Integrity, Collaboration and Determination. We express those values through how we behave and talk to the world – who we are: Friendly, Knowledgeable and Passionate.

Save the Rhino International was established as a UK-registered charity in 1994. In the financial year ending 31 March 2023, we expect to raise around £5.5 million in support of our conservation partners in Africa and Asia.

### 3. About the role

Save the Rhino's communications have grown significantly over the past few years and continue to do so. Our commitment to new channels, and new approaches to existing channels, have considerably changed the way that we communicate and improved our ability to reach our audiences and raise funds. Now, we aim to build upon strong foundations by establishing this new role, which will lead on social media, support digital content creation, and become an asset to our communications team.

Reporting to the Communications Manager, the Social Media Officer's main responsibility will be the day-to-day management of Save the Rhino's social media channels (Facebook, Instagram, Twitter,

LinkedIn, TikTok, YouTube). In addition, the successful candidate will create content across other online platforms, including website and email, to support Save the Rhino's strategic objectives.

As a new position at Save the Rhino, it is likely that the skillset of the successful candidate will help to shape the role. It is important to us that all team members receive the support they need, and we will work closely with the individual to encourage their current skills and experiences, whilst enabling growth in other areas. The successful candidate will benefit from regular training (internal and external) in skills that they need to develop in line with their objectives.

Like all members of the team, the Social Media Officer will support Save the Rhino's vital conservation work, participating in team discussions on all issues affecting the charity and its conservation mission. While each member of Save the Rhino's team has their own area of responsibility, everyone contributes their skills, expertise, and hard work to support their colleagues in delivering results.

All Save the Rhino employees benefit from the compulsory workplace pension scheme, which receives contributions from the employer and employee.

The Social Media Officer will join a kind, friendly, and highly skilled team, who are proud to work together to achieve ambitious goals. Most importantly, the Social Media Officer will have a chance to make a difference: to contribute to Save the Rhino's Mission to protect all five species of rhino.

#### **4. Key responsibilities**

- Generate and publish content (organic and paid) on social media platforms
- Regularly monitor and evaluate social media performance
- Engage with social media communities, responding promptly to comments and messages
- Contribute to the design and build of the annual content plan, and manage this plan throughout the year
- Draft regular blogs for Save the Rhino's website
- Upload and edit content on Save the Rhino's website
- Draft regular emails to promote rhino conservation news, upcoming events, and fundraising campaigns
- Create assets for social media, website, and email, using Canva and Adobe

#### **5. Person specification**

Save the Rhino International is a small and friendly organisation with big ambitions. Every day, we strive to achieve our vision of all five rhino species thriving in the wild. We have an informal, genuine, and supportive atmosphere, whilst expecting high professional standards of all our staff. All members of our team are required to support the work of each other: enthusiasm, flexibility, and a willingness to pull together when required are essential.

##### Essential skills / experience:

- An enthusiasm to support the work of a great conservation charity
- At least two years working in a communications and/or marketing-focused role
- Experience managing multiple social media accounts, creating engaging organic and paid content, whilst maintaining a brand's tone of voice
- A passion for social media, in particular, staying up to date and engaging with new trends across all platforms
- Excellent oral and written communication skills, with the ability to communicate complex issues clearly to diverse audiences

- Proficiency in photo / video editing software and general computer skills and programs

Desirable skills / experience:

- Experience in the charity sector
- Experience with scheduling and analytics software, such as Buffer
- Experience with Salesforce CRM and Marketing Cloud for Non-Profits
- Experience in day-to-day website content management and SEO
- Experience working on fundraising campaigns

## 6. How to apply

Thank you very much for your interest in this exciting role. We look forward to receiving your application.

All applications must be received by midnight (GMT) Monday 10 April 2023. Applications should be sent by email to [recruitment@savetherhino.org](mailto:recruitment@savetherhino.org) with “Social Media Officer” in the subject line.

### Applicants should submit:

- A maximum two-page cover letter, in PDF format, which sets out why you want this role and how your skills and experience meet the specification set out in this application
- A maximum two-page CV, in PDF format. Please include your contact details on your CV
- Details of two referees (name, address, telephone number, email, nature of relationship). Referees will be contacted only once a conditional job offer has been made

Failure to provide the information as specified above will result in immediate disqualification from the application process. Short-listed applicants will be invited for an interview (online) in mid-April. It is likely that the top two or three candidates will be invited for a further conversation before a final decision is made. The timetable for this is yet to be determined.

Please note that due to pressure on staff time, applicants not shortlisted for interviews will not receive any further information from Save the Rhino. If you have not heard from us by 28 April 2023, your application has been unsuccessful. Feedback will be offered to candidates who were interviewed but who were not offered the post.

## 7. Protecting your data

Save the Rhino takes your data protection seriously. Our full privacy policy for recruitment can be found on our website: <https://www.savetherhino.org/privacy-policy/>