

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, including social media, the website and awareness-raising campaigns, while also providing support on fundraising appeals and e-mail marketing and communications.

2. WORK RELATIONSHIPS

REPORTING TO (LINE MANAGER):
Head of Communications
REPORTING TO JOB HOLDER (LINE MANAGED STAFF):
Digital Communications Assistant
PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT
<ul style="list-style-type: none"> • Communications, Development, Science, Policy, Partnership & Conservation Divisions • Regional teams, particularly communications staff
PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK
<ul style="list-style-type: none"> • Partner communications officers
PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES:
<ul style="list-style-type: none"> • 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

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BirdLife Global Council	0	Regulators/Legislators/ Auditors	0	Individual donors/ members	1
Suppliers/Service Providers	2	Scientific Community	2	Royalty/VIPs/ High worth Individuals	0
<p>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.</p>					

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 further develop the BirdLife International website, including commissioning and producing new multimedia content and campaign-specific websites or web pages 3. Actively manage and develop social media content and profiles 4. Ensuring content is engaging, appropriate and effective for different social media platforms according to BirdLife’s target audiences. 5. Develop initiatives to support BirdLife Partners and BirdLife Staff with using social media effectively. 6. Develop and deliver social media campaigns, paid and earned 7. 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 8. Provide creative, editorial and operational support for communications projects and events, in cooperation with relevant colleagues in BirdLife International 9. Monitor and report analytics (social media and website) through Google Analytics, Facebook Insights and other means as appropriate and develop SEO strategy 10. Work collaboratively with Fundraising staff to support digital fundraising efforts 11. As part of the BirdLife team, support the 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 Director of Communications
Contracts – Funders	None
Contracts – Staff/Consultants	None
Contracts – Service providers	None

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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 Education/Qualification	A degree (BSc or Arts) or other qualification in any appropriate discipline related to communications or marketing desirable.
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 the 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.
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 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.</p> <p>Knowledge of e-mail marketing; drafting and sending campaign and/or news e-mails with MailChimp.</p> <p>Design and video editing skills desirable.</p>
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 skills.
Languages	Fluency in oral and written English. Fluency in a second language, especially Spanish and French, desirable.
Travel requirements	none

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OTHER DESIRED/HELPFUL KNOWLEDGE/SKILLS/ATTRIBUTES	
Team player with interest in and commitment to the environment, nature conservation, local communities and civil society.	
Prepared by:	Date:
Director of Global Communications	October 2023