

THE NIPPON FOUNDATION-NEKTON

OCEAN CENSUS

Social Media Manager

Reference OCSMM022024

Start April/May 2024

OCEAN CENSUS – www.oceancensus.org

Ocean Census' mission is to accelerate the discovery of ocean life and catalyse its protection for future generations.

Launched in April 2023 by The Nippon Foundation and Nekton Foundation, Ocean Census is the largest programme in history to discover life in our ocean, heralding a new era of pioneering research and scientific exploration to accelerate species discovery and protection.

Our Alliance is key to our success. Together with global partners, we're combating the critical knowledge gap surrounding the diversity and distribution of marine life, by embracing cyber-taxonomy and merging traditional methods with cutting edge science including DNA sequencing, high-resolution digital imaging, and machine learning.

And we've set ourselves an ambitious target – our goal is to discover 100,000 new species within the coming decade and inspire people around the globe.

THE ROLE

As a Social Media Manager, you will play a pivotal role in shaping and executing our digital communication strategies. Reporting directly to the Head of Communications, you will be responsible for managing our social media presence, creating engaging content, and driving community interaction to foster a vibrant and supportive online ecosystem around marine conservation. We are looking for a passionate, strategic thinker with a creative flair and a deep commitment to environmental conservation.

WHAT ARE WE LOOKING FOR?

We are looking for an individual whose approach to social media management is both innovative and strategic. You have a keen eye for trends and an ability to weave these insights into comprehensive digital strategies that amplify our mission. With a flair for creating compelling content, you understand the nuances of different platforms and how to craft messages that captivate and engage. Your toolkit is rich with ideas for videos, graphics, and written posts that can stir hearts and spark conversations.

DETAILS

Start April/May 2024

Location UK based, hybrid working including c. 2 days a week at Oxford area HQ.

Salary £30k-£35k per annum, based on qualifications, skills and experience

Contract 2-year fixed term, with a view to extend.

Hours Full time / 5 days per week

Reporting to Head of Communications

Working with Communications team, external partners, and agencies

KEY RESPONSIBILITIES AND TASKS:

- **Social Media Management:** Oversee all social media channels to ensure they are engaging and reflect our brand's mission.
- **Content Creation:** Craft platform-specific content, including videos, graphics, and written posts, that resonates with our audience.
- **Digital Strategy Input:** Contribute innovative ideas and strategies to enhance our digital marketing efforts in line with communication goals.
- **Toolkit Provision:** Develop and provide a comprehensive social media toolkit to ensure brand consistency across channels.
- **Agency Coordination:** Collaborate with social media agencies for a cohesive approach to all social media activities.
- **Community Management:** Engage with followers to grow our community and encourage active participation.
- **Paid Social Media Campaigns:** Plan and execute targeted campaigns to increase brand visibility and meet objectives.
- **Monitoring and Analytics:** Utilise analytics tools to monitor performance and optimise future campaigns.
- **Social Media Collaborations:** Identify and partner with influencers and brands for collaborative projects.
- **Social Media Optimisation:** Optimise profiles and content for better visibility and engagement.
- **Set up Online Channels:** Establish and maintain presence on new and existing platforms, ensuring a consistent user experience.

KEY ATTRIBUTES

Essential:

- Bachelor's degree in Marketing, Communications, Environmental Science, or a related field.
- Minimum of 3 years of experience in social media management or digital marketing, preferably in the non-profit or environmental sector.
- Proficiency in using social media management and design tools (e.g., Hootsuite, Canva, Buffer).
- Ability to work collaboratively in a team and manage external agency relationships.
- Strong understanding of social media metrics and tools for analytics and reporting.
- Experience in managing paid social media campaigns and optimising content for SEO.
- Excellent verbal and written communication skills.

Desirable:

- Proficiency in French or Spanish, offering the capability to engage with and expand our audience through multilingual campaigns, is a significant plus.

HOW TO APPLY

If you're ready to use your skills to make a difference, please submit the following quoting reference OCSMM022024 to mediarecruitment@oceanconsensus.org by 19 March 2024:

- A detailed CV highlighting your relevant experience.
- A cover letter explaining why you are the perfect fit for this role.
- Links to or samples of social media campaigns or content you have created or managed.

We are committed to diversity and inclusion and encourage candidates from all backgrounds to apply. This role is only open to UK-based candidates. Only shortlisted candidates will be contacted for interview.