

Job Title: International Social Media Manager

Department: International Campaigns Department (HQ)

Reviewing Manager: International Head of Media

Compassion in World Farming is going through a period of rapid change and growth. We have set ourselves ambitious targets for every department in our organisation for the coming 5 years. Targets that involve growing our movement or communities globally, starting where we currently have offices and quickly branching beyond. The International Social Media Manager post will contribute a vital part in this growth. This role will establish strong and effective social media strategies, overarching by country, and by campaign. It will work closely with the International Campaigns and Individual Giving departments to engage with new people, be integral part of our supporter journey communications, enhance our communications and community management. We are looking for someone with international experience, who can write and implement strategies, who can support and mentor staff remotely. Someone to work close with our International Data Analyst and make effective data based recommendations. Someone who can oversee the implementation of the strategy globally, and report on progress and outcomes.

1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of this role is to help end factory farming.

The post-holder is responsible for developing and implementing Compassion's social media strategy globally – including advising on and creating templates for content and community management – in order to maintain and grow community size and engagement rates across the charity's social media channels globally.

2. POSITION IN ORGANISATION

- Reports to the International Head of Media, with functional direction from the Director of International Individual Giving
- Builds global strategies and encourages and supports the implementation across offices. Mentors and builds international social media capacity. .
- Close working relationships between International Campaigns and Fundraising teams
- To work closely with the International Digital team to mutually support and enhance activities
- Develops and maintains good working relationships with all members of staff, including volunteers

3. SCOPE OF JOB

- **STRATEGIC: Global social media strategy and benchmarking, KPI tracking and optimisation:**
 - To develop and implement the first CIWF global social media strategy; sound, ambitious and highly effective, enabling the work of campaigns, food business and fundraising departments.
 - To develop sound reporting mechanisms for all offices
 - Deliver and report against set KPIs and targets (to be finalised in the new global social media strategy)
 - Ensure this role helps to grow our movement; engage with new people and play a key part in building our excellent supporter journeys
 - Strategic social media support for global individual giving programme in all markets and Rest Of World
 - Strategic social media support for priority public campaigns
 - Working closely with our International data Analyst, monitor and regularly report on content reach, engagement rates and community growth using online monitoring tools. Monitor web traffic metrics and use this information to inform future social media activities
- **DELIVERY: Oversees and delivers content for Compassion's international social media channels**
 - Produce/coordinate and commission the production of content for deployment across Compassion offices and other markets, including as appropriate, copy, graphics, photographs, translations and tracked links in close coordination with the international digital team.
 - Contribute to, and implement within budget, paid promotion strategies for successful content across multiple countries and territories.
 - Plan and manage a global content calendar for social media channels, in consultation with relevant colleagues in the Fundraising, Digital, Campaigns and Food Business teams, to deliver against organisational movement building, campaigning and fundraising objectives.
 - Handle and if necessary escalate to management any potential PR issues which could have a negative impact on Compassion's reputation
 - Where appropriate, and in consultation with local office staff, to engage directly with social media community members to manage Compassion's reputation and brand
 - To be part of the global out-of-hours service to monitor and respond to social activity as required
 - Support Compassion's wider communications work
- **INTERNATIONAL SUPPORT: Support and help to develop Compassion's international social media channels**
 - Strategic support and matrix oversight of local market community management (e.g. disseminating best practice, key reactive messaging etc..)
 - Oversee and give strategic advice and support on any reactive social media activities on a national level.
 - Developing templates for international implementation of social media strategies
 - Mentor and support colleagues with the implementation of the social media strategy as well as the daily activities
 - Take responsibilities for growing our international social media capacities
 - Develop and maintain organisational guidelines for social media community management.
 - Provide training and support as necessary to enable colleagues to participate in social media community management.

- Provide strategies and advice on the daily management of Compassion's social media communities, including building relationships with existing supporters and influencers to create brand advocates
- **INNOVATION: Driving social media innovation in Compassion worldwide**
 - Use social listening tools, ensuring CIWF are timely at the forefront with the right message
 - Using social listening tools, research, identify and implement relevant innovations/improvements/off-diary stories and new content to enhance reach, engagement and community growth globally.
 - Using benchmarking and reviewing social media developments globally to continuously help improve our social media strategies and activities.
 - Keep up to date with advances in global social media trends and technology and the latest social media platforms.

4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for developing and implementing global social media strategy
- Responsible for supporting and mentoring the social media capacity in national offices and other markets
- Responsible for reporting against set global KPIs relating to social media strategies

5. PERSON SPECIFICATION

Requirements to carry out the job effectively (and which may be developed). The requirements listed below are representative of the knowledge, skill, and/or ability required.

ESSENTIAL	DESIRABLE
Knowledge	
<ul style="list-style-type: none"> Knowledge of the international social media landscape and how it can be used in a campaigning and fundraising capacity Knowledge of how to create and use engaging content to increase followers and play a key part in developing excellent supporter journeys Knowledge of driving global social media strategies globally and reporting against progress and KPIs Knowledge of working in an international and mostly virtual team with different cultures and time zones. 	<ul style="list-style-type: none"> Knowledge of farm animal welfare issues
Education / Qualifications & Training	
<ul style="list-style-type: none"> Educated to Degree level or relevant equivalent certification 	
Skills & Abilities	
<ul style="list-style-type: none"> Experience of using social media management tools - Hootsuite etc. Outstanding written and verbal communication skills 	<ul style="list-style-type: none"> Proven ability of communicating with celebrities and other influencers on behalf of an organisation Experience of blogger/vlogger outreach Experience of managing volunteers

<ul style="list-style-type: none"> • Able to create effective, engaging social media content • Able to build simple yet highly effective social media strategies as well as templates for implementation on a national level. • Able to articulate succinctly and effectively communicate our messages • Ability to work flexibly, juggle priorities and meet tight deadlines • An enthusiastic team player but also able to work on own initiative • Ability to understand and appropriately deal with competing priorities • Ability to spot opportunities to amplify the organisation's messages to existing and new supporters • Excellent Digital (and IT) skills • Proven experience in mentoring and supporting staff (ideally remotely) to increase our global social media capacity • Proven experience in using data analysis to help improve our social media outcomes • Able to relate to, identify, highlight and work with different key-stakeholders including influencers on social media (and advise and support the offices globally with this) 	<ul style="list-style-type: none"> • Experience of using Adobe packages or equivalent (InDesign, Photoshop, Fireworks) to design social media assets. • Fluent in a European language in addition to English
Personal Qualities	
<ul style="list-style-type: none"> • Innovative and creative • Natural gravitas and experience based confidence to mentor, train and build capacity globally • Approachable and adaptable (nimble) • Calm under pressure 	<ul style="list-style-type: none"> •
Other	
<ul style="list-style-type: none"> • Demonstrable interest in Farm Animal Welfare issues or a desire to know more • Constructive support and input for other projects where they are or can be linked to social media activities • 	<ul style="list-style-type: none"> • Interest in European/international issues

6. ADDITIONAL TASKS

To assist with other departmental duties where necessary, as listed below:

- Take due and reasonable care of oneself and others in respect of Health & Safety at Work.
- Act in a manner that enhances the work of the Compassion in World Farming and its overall public image
- In all work activities, comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals
- Work on projects / tasks as specified by the Communications Manager
- Attend and participate in meetings
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your experience, as required by your line manager