



Job Description

Job title:	Social Media Volunteer (Volunteer)
Programme:	African Bat Conservation (ABC)
Level:	Volunteer
Location:	Remote Working

Job purpose

The Social Media Volunteer (SMV) assists in delivering the ABC engagement outcomes across various social media platforms. The SMV will lead, co-ordinate, and develop ABCs organisations social media work and profile ensuring our social media work is pro-active, engaging, compelling and effective and reflects our values and principles.

S/he assists in the design and delivery of content (i.e quiz on stories, species profiles) in collaboration with the ABC Research Manager (RM) and Senior Research Assistant (SRA) and ensure that ABC Ethics and Policies are followed.

The SMV will create posts/content for ABC to post on Facebook, Instagram, Twitter and LinkedIn to engage with audiences about the ABC research programmes, community outreach work and our volunteer opportunities at our urban research base and other ABC site locations.

S/he will working closely with ABC Senior Research Assistant (SRA) and other CRA staff and students to get photo content for posting from the ABC Stock Photos and pictures from staff on activities.

Source and nature of management provided

Reports to the ABC Research Manager.

Staff management responsibility

The ABC SMV is not a management role in ABC. The Volunteer will work under direct line management of the SRA.

Special conditions

As this role involves working remotely you will require your own laptop.

The role requires a minimum commitment of 1 day per week (7 hours) every fortnight and you will be in charge of you own schedule as per your other commitments and work.

You will be asked to attend ABC Team Meetings via Whats App (or similar) when possible to engage with our other ABC staff as well as read out Monthly Reports on research activities.

You will be required to have a bi-monthly 1 to 1 session with the SRA to review progress and provide support and feedback.

Main duties and responsibilities

The expectation of the SMV is that the content produced for ABC/CRA is technically excellent as judged by the RM, PM, CEO and Trustees.

The SMV will be responsible for ensuring that the work of ABC has impact and builds the national and international reputation of CRA/ABC in support of CRA/ABC goals and vision with regards to research and conservation.

The SMV is required to conduct all activities to agreed targets and milestones, and to ensure that posts follow the guidelines in CRA Social Media Guidance and according to the CRA-POL1 Rules of Conduct. Including:

1. Help create and maintain a social media plan
2. Responsible for developing content for individual social media platforms through collaboration with project teams
3. Responsible for collating images for posts
4. Responsible for keeping our social media channels updated
5. Using social media to promote the ABC newsletter
6. Using social media to promote volunteer opportunities
7. Building the network and followers of ABC and CRA through social media, and linking with other platforms and organisations to generate impact
8. Developing new funding opportunities using social media
9. Responsible for setting and delivering of social media targets
10. Produce monthly social media tracking and effectiveness statistics (e.g. post reach, engagement etc) and recommend ways forward
11. Responsible for post management and day-to-day co-ordination and implementation of CRA / ABC social media accounts as required
12. Maintain compliance with all CRA policies and procedures
13. Maintain compliance with CRA Constitution
14. Comply with CRAs equal opportunities policy, and use this role to promote equality of opportunity where possible.
15. Be responsible for your own health and safety and that of your colleagues in accordance with CRA's health and safety policy
16. Any other reasonable duties that fall within the scope of the post as allocated by the RM following consultation with the post holder

Specific Tasks and Timeframes

Timeframe	Task	Description
Weekly	1. Send through content to SRA (until probation period complete)	At the end of each week send the SRA the scheduled post content for social media for the following week
	2. Posting on Instagram	Keeping current and potential followers up to date with the activities of ABC maintaining the content and stories
	3. Posting on Twitter	Keeping current and potential followers up to date with the activities of ABC maintaining and re-tweeting relevant content from other organisations (i.e BCT, BCI)
	4. Posting on facebook	Keeping current and potential followers up to date with the activities of ABC maintaining and posting content on relevant other organisations pages (i.e bat group pages, BCT, BCI etc.)

	5. Account maintenance	Respond to comments, messages on ABC / CRA accounts and comment / like other relevant organisations posts
	6. Social media	Ensure that each field team have sent you weekly posts for social media
2 Weekly	7. Sending through content to SRA	At the end of each 2 week period send the SRA the scheduled post content for Facebook and LinkedIn for them to be scheduled.
Monthly	8. Social Media Review	Produce a monthly progress and engagement report on the statistics for each platform <ul style="list-style-type: none"> - Engagement - Followers, new followers - Hashtag usage / success - Post likes - Audience development - Reach - Retweets etc
	9. Social Media Planning	Check upcoming dates for key messages and plan their use. Schedule posts in the Social Media Planner (Excel)
	10. Staff 1-to-1	Conduct 1-to-1 with SRA to review progress and provide feedback on performance
Yearly	11. Project planning	Increasing interest in our project and acquiring beneficial links through social media/developing blogs etc.
	12. Annual Review	Complete a yearly assessment of ABCs performance during the year. This includes reviewing if all KPI's have been met, carrying out lessons learned (LL) activity and reporting into the CRA annual general meeting (AGM)
	13. Annual Report	Contribute to the ABC annual report, including impact report

Person Specification

Criteria: Qualifications and Training	Essential	Desirable
Degree qualification in marketing, PR or related subject		✓
Understanding of different types of marketing and communications media, including electronic and social media.	✓	
Good science degree in biology, zoology, conservation or related science subject		✓
Good understanding of confidentiality	✓	
Qualified in project management		✓

Criteria: Knowledge and Experience	Essential	Desirable
Ability to work equally well in a team and unsupervised	✓	
Experience (>1 year) working in the field of African Wildlife Research		✓
Experience managing social media account for a business / NGO	✓	
To be able to communicate effectively, be articulate, with strong writing skills and the ability to feedback accurately	✓	
Good understanding of wildlife conservation issues in Africa	✓	
Experience of bat research		✓
Experience of collaborating across teams/departments	✓	
Experience of working with volunteers from a diverse range of backgrounds		✓
High level of literacy and ability to draft correspondence, reports, papers, briefing notes.	✓	

Criteria: Skills and Aptitudes	Essential	Desirable
Excellent communication, interpersonal and presentational skills.	✓	
Ability to think creatively and provide innovative solutions to identified issues, with the confidence to challenge existing practice and offer alternative solutions.	✓	
Excellent proficiency of social media platforms (including Twitter, Instagram, Facebook and LinkedIn)	✓	
A strong team player; good at collaborating across boundaries and keen to work with others.	✓	
Advanced planning, organisational and prioritisation skills with the ability to deliver results on significant projects according to deadlines.	✓	
Sensitivity to other cultures and strong demonstrable knowledge of and interest in intercultural communication	✓	
Enthusiasm and commitment for the CRA/ABC vision.	✓	

<p>Effective Behaviours Framework</p> <p>CRA has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously.</p> <p>Managing self and personal skills: Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others.</p>

Delivering excellent research: Providing the best quality rigorous research across projects. Building genuine and open long-term relationships in order to drive up service standards.

Finding innovative solutions: Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation.

Embracing change: Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas.

Using resources: Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of CRA.

Engaging with the big picture: Seeing the work that you do in the context of the bigger picture e.g. in the context of what CRA/other projects are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others.

Developing self and others: Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of CRA.

Working with people: Working co-operatively with others to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills.

Achieving results: Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria.

Salary and benefits

- Voluntary post
- Support for further training/research pending funding and performance
- Supported staff development plan