

BIRDLIFE INTERNATIONAL - JOB SPECIFICATION/DESCRIPTION

JOB TITLE:	Digital Communications Officer
DIVISION/DEPARTMENT:	Global Communications
LOCATION:	Cambridge

1. OVERALL PURPOSE OF JOB

To engage BirdLife external audiences online, through creative use and effective management of digital channels, including the website, social media and through e-mail marketing

2. WORK RELATIONSHIPS

REPORTING TO (LINE MANAGER):
Head of Communications
PRINCIPAL STAFF RELATIONSHIPS/RESPONSIBILITIES WITHIN SECRETARIAT
<ul style="list-style-type: none"> • Staff of BirdLife Global Secretariat, especially to the CEO, Communications, Fundraising, Science, Policy and Information Management Divisions, PCCD, Conservation. • Staff of Regional Secretariats, particularly the Communications staff
PRINCIPAL WORKING RELATIONSHIPS/RESPONSIBILITIES WITHIN BIRDLIFE NETWORK
<ul style="list-style-type: none"> • TBD
PRINCIPAL EXTERNAL RELATIONSHIPS/RESPONSIBILITIES:
<ul style="list-style-type: none"> • Communications and media partners and outlets

3. KEY WORKING RELATIONSHIPS

Contact	Level (1-3)	Contact	Level (1-3)	Contact	Level (1-3)
BirdLife Network Organisation Staff	1	General Public	2	Institutional policy makers /Politicians/ Corporations	1
BirdLife Advisory Groups, Committees, Reg. Councils	0	Press & Media	2	Institutional Funders	0
BirdLife Global Council	0	Regulators/Legislators / Auditors	0	Individual donors/ members	1
Suppliers/Service Providers	2	Scientific Community	1	Royalty/VIPs/ High worth Individuals	0

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.

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4. MAIN DUTIES/WORK PROGRAMME RESPONSIBILITIES

By main work area:
<ol style="list-style-type: none"> 1. Support the implementation of BirdLife International social media and digital campaigning strategy and initiatives 2. Develop and maintain BirdLife International website, including updating and producing new content and campaign-specific websites or web pages 3. Actively manage and develop social media content and profiles 4. Develop and deliver Facebook and Twitter Ads campaigns 5. 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 6. Provide creative, editorial and operational support for communications projects and events, in cooperation with relevant colleagues in BirdLife International 7. Monitor and report analytics through Google Analytics and Facebook Insights 8. Support in the development of e-newsletters 9. As part of the BirdLife team, support the Head 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	None
Contracts – Funders	None
Contracts – Staff/Consultants	None
Contracts – Service providers	None
Legal Responsibility	None
Other	

6. EDUCATION/SKILLS AND OTHER SPECIAL REQUIREMENTS

REQUIREMENTS	KNOWLEDGE/SKILLS/ATTRIBUTES
Minimum General Education	University Degree level or equivalent experience.
Job Specific Education/Qualification	A minimum degree (BSc), in any appropriate discipline related to communications. Additional qualifications or experience related to digital communications.
Job Specific Knowledge	Good knowledge of environmental topics.
Experience	<p>Experience in communications, social media and digital community management. Experience in digital communications 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</p>

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	relationships and share information.
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	Occasional international travel.
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:
Alex Dale	July 2017