



Campaign and Social Media Officer Vacancy

The Endangered Wildlife Trust (EWT), champion of conservation in Africa, has worked tirelessly for over 45 years to save wildlife and habitats, with our vision being a world in which both humans and wildlife prosper in harmony with nature. The EWT is seeking to employ a highly motivated, professional and energetic Campaign and Social Media Officer to join our team!

Purpose of the position: This position will be responsible for creating and implementing innovative concepts which increase public awareness and brand engagement in support of increasing income to the EWT. The portfolio of work includes developing creative, clear and compelling social media strategies designed to generate fundraising opportunities, as well as increase our Customer Relations Database. The ideal candidate must be highly motivated, creative, resourceful, and collaborative. In addition, the candidate's experience should demonstrate a proven track record of successfully running large campaigns and events, excellent writing skills, and a passion for connecting with people.

The minimum requirements for this position will include:

- Graduate qualification in marketing, communications or a related field preferred;
- Two years' experience in e-commerce, online/digital fundraising, direct response marketing campaigns or related interactive customer relationship management while demonstrating strong knowledge of online marketing best practices;
- Demonstrated knowledge and proficiency with current platforms and tools and a desire to proactively seek out new and innovative technology, tools, etc.
- Demonstrated creativity, elevated understanding, and documented immersion in social media;
- Excellent writing and language skills which demonstrate experience with a broad range of social media content types and customer interactions;
- Experience developing social media campaigns in the non-profit sector strongly preferred and providing social media solutions to meet fundraising objectives preferred;
- Comprehensive understanding of digital communications, interactive media, and customer insight analysis and trending; and
- Experience or comprehensive understanding of non-profit environments.

Essential Job Functions:

- Develop, implement, and manage social media fundraising and marketing strategies designed to strengthen the brand, grow social media audiences across key demographics, establish and grow social communities to drive overall business objectives;
- Design, create and implement digital fundraising campaigns to leverage key digital platforms for the enhancement and growth of donor revenue;
- Maximise Search Engine Optimisation opportunities to increase digital footprint in donor interaction and engagement;
- Design and implement effective fundraising and communication campaigns to increase funding and diversify income streams from individuals globally;
- Develop, implement and oversee an individual donor retention and acquisition strategy;
- Assume overall responsibility for the customer relations management system;
- Assume responsibility for ensuring targets are met for relevant income streams; and
- Assist with general writing duties for the department, including fundraising mailers, campaign material and other creative content;

Interpersonal skills:

- Disciplined, innovative and energetic;
- The ability to work both independently and as part of a team;
- Self-motivated, disciplined and energetic with strong people skills and an approachable manner;
- Ability to learn and adapt quickly to new technologies and opportunities; and
- Ability to self-direct daily activities and set priorities.

This position will be based at the Endangered Wildlife Trust's (ETW) Head Office, the EWT is an equal opportunity employer. Applicants are requested to submit a CV, **and a detailed motivation as to how and why they would be the best possible candidate for the post.** Applicants who have not been contacted within 10 days of the closing date must please assume that their applications were not successful. The EWT reserves the right not to make an appointment. All applications will be treated in the strictest confidence. Closing date 8 May 2018. To apply please e-mail your CV and a detailed motivation letter of why you are the best candidate for this position plus at least three references contact details to Alison Janicke on alisonj@dewt.org.za mail to Private Bag X11, Modderfontein, 1645 or fax to +27 (0)86 636 5823.