Online Engagement Officer

Location: Secret World Wildlife Rescue, Highbridge, Somerset
Contract: 12-Month Fixed-Term Contract – Maternity Cover
Hours: 15 hours per week
Reports To: Head of Education & Public Relations
Salary: National Minimum Wage

Job Purpose

The Online Engagement Officer is responsible for supporting and developing Secret World Wildlife Rescue's social media presence, helping to raise awareness of our work, engage and grow our audiences, promote wildlife education and support the charity's wider objectives.

Working closely with teams across Secret World Wildlife Rescue, the postholder will identify and develop engaging stories about the wildlife in our care, our people, volunteers and the wider work of the charity.

The role will create, schedule and publish engaging written and visual content across our social media platforms, monitor audience engagement and performance, and identify opportunities to strengthen and develop our online presence.

This is a **12-month fixed-term maternity cover position** and the postholder will play an important role in maintaining the quality, consistency and effectiveness of Secret World Wildlife Rescue's online engagement throughout the contract period.

Key Responsibilities

Social Media and Content Creation

- Create engaging, accurate and appropriate content for Secret World Wildlife Rescue's social media platforms.
- Identify and gather wildlife stories, photographs and video content from across the organisation.
- Create written, photographic and video content that showcases the work and impact of Secret World Wildlife Rescue.
- Confidently write and publish content with an educational message about British wildlife, wildlife rehabilitation and the work of the charity.
- Develop content that encourages audience interaction and increases engagement across our social media platforms.
- Ensure all published content is consistent with the charity's brand, tone of voice and values.
- Support the planning and scheduling of social media content to maintain an engaging and consistent online presence.
- Identify opportunities to develop new and creative content.

Audience Engagement and Growth

- Support the continued growth of Secret World Wildlife Rescue's audiences across existing social media platforms.
- Engage appropriately with our online community and encourage positive interaction with the charity.
- Monitor comments and messages and respond or escalate them appropriately in accordance with organisational procedures.
- Identify opportunities to increase audience reach, interaction and engagement.
- Keep up to date with developments and emerging trends across social media and digital communications.
- Research new and emerging platforms and identify opportunities that could support the charity's objectives.

Monitoring and Analytics

- Monitor social media performance and audience engagement.
- Review analytics to understand the performance and effectiveness of published content.
- Use analytics and audience insights to help inform and improve future content.
- Identify trends in audience behaviour and engagement.
- Provide updates and information on social media performance when required.

Wildlife Stories and Content Gathering

- Build strong working relationships with teams across Secret World Wildlife Rescue to identify suitable stories and content opportunities.
- Work with Wildlife Care and Veterinary colleagues to gather appropriate wildlife stories, images and video.
- Help communicate the journey of wildlife through rescue, treatment, rehabilitation and release where appropriate.
- Ensure animal welfare always takes priority when gathering photographs, video or other content.
- Follow the guidance of Wildlife Care and Veterinary staff when working around animals or within wildlife care areas.
- Ensure appropriate permissions, confidentiality requirements and organisational procedures are followed when gathering and using content.

Education and Public Engagement

- Work collaboratively with the wider Education and Public Relations team.
- Support educational workshops and activities where required.
- Help communicate educational messages about British wildlife and conservation through online content.
- Support campaigns, events and other public engagement activities with appropriate digital content.
- Promote the work of Secret World Wildlife Rescue with local organisations and the media where appropriate.

Volunteer Support

- Support, guide, train, mentor and develop volunteers involved in social media and online engagement activities.
- Provide volunteers with appropriate guidance and support to enable them to contribute effectively.
- Ensure volunteers understand relevant brand standards, policies and procedures.
- Help create a positive, supportive and inclusive volunteering experience.

Administration and Operational Support

- Maintain organised records of social media content, photographs, video and other digital assets.
- Support content planning and scheduling.
- Work collaboratively with colleagues across the organisation to ensure communications are timely, accurate and appropriate.
- Contribute ideas to support the development of the charity's online presence.
- Undertake other reasonable duties appropriate to the role that contribute to achieving Secret World Wildlife Rescue's objectives.

Health, Safety and Animal Welfare

- Work in accordance with Secret World Wildlife Rescue's Health and Safety policies, procedures and safe systems of work.
- Follow relevant biosecurity and infection-control requirements when working within wildlife care areas.
- Ensure that gathering content never compromises the welfare, treatment or rehabilitation of wildlife.
- Follow instructions from Wildlife Care and Veterinary staff when working within animal care and restricted areas.
- Report any health, safety or animal welfare concerns promptly.

Person Specification

Essential

- Experience in social media, digital communications, marketing, content creation or a related area.
- Excellent written and verbal communication skills.
- Ability to create accurate, engaging and audience-appropriate content.
- Confidence using social media platforms and digital technology.
- Strong IT skills.
- Good organisational skills with excellent attention to detail.
- Ability to prioritise workload and work independently.
- Good problem-solving skills.
- Strong interpersonal skills and the ability to develop positive working relationships with colleagues and volunteers.
- Creative approach with the ability to identify engaging stories and content opportunities.
- Tact, diplomacy and sensitivity, particularly when communicating potentially distressing wildlife stories.
- Ability to understand and adhere to organisational brand standards.

- Self-motivated, enthusiastic and able to use initiative.
- Flexible approach to work, including the ability to work occasional weekends when required.
- Full UK driving licence.

Desirable

- Qualification in communications, marketing, social media, digital media or a related subject.
- Experience contributing to or implementing a social media strategy.
- Experience using social media analytics and performance data.
- Photography and/or video content creation experience.
- Knowledge or interest in British wildlife, animal welfare or the wildlife rescue sector.
- Public engagement experience.
- Experience supporting, supervising or developing volunteers.
- Understanding of the charity and voluntary sector.
- Strong analytical skills.

Personal Attributes

- Passionate about engaging people with wildlife and the work of Secret World Wildlife Rescue.
- Creative and enthusiastic.
- Excellent attention to detail.
- Professional, approachable and supportive.
- Self-motivated and able to work effectively with limited supervision.
- Tactful and sensitive in dealing with challenging or emotive subjects.
- Collaborative and able to work effectively across different teams.
- Flexible and adaptable.
- Committed to the aims, values and work of Secret World Wildlife Rescue.

Key Working Relationships

- Head of Education & Public Relations
- Education and Public Relations Team
- Wildlife Care Team
- Veterinary Team
- Fundraising Team
- Volunteers
- Employees across Secret World Wildlife Rescue
- Members of the Public
- Local Organisations
- Media Contacts
- External Contractors and Service Providers

Contract and Benefits

This position is offered on a **12-month fixed-term contract to provide maternity cover**.

Hours: 15 hours per week.

Annual Leave: 30 days FTE per annum.

Benefits include:

- Workplace pension for eligible employees.
- Employee Assistance Programme.
- eLearning and development opportunities.
- Staff discount scheme.
- Free on-site parking.

The postholder must have the legal right to work in the UK.

Equality and Organisational Responsibilities

Secret World Wildlife Rescue is committed to promoting equality, diversity and inclusion and expects all employees and volunteers to contribute to an inclusive and respectful working environment.

The postholder is expected to foster positive working relationships with employees and volunteers across the organisation and to work collaboratively and inclusively with colleagues.

The postholder must work in accordance with Secret World Wildlife Rescue's policies, procedures, values and behaviours.

This job description outlines the principal responsibilities of the role but is not exhaustive. Duties may be reviewed and amended from time to time to reflect the needs of the charity, following appropriate consultation with the postholder.