

# Job Description

**Job Title:** Digital Storyteller (2-year contract with potential to extend)

**Weekly Hours:** Full time, 35 hours

**Based At:** Kendal

**Reports To:** Digital Engagement Officer

## Job Purpose:

To carry out the day-to-day management of our social media channels. To collaborate with staff and external partners to create content that showcases our projects and expertise, and shares the joy of wildlife. To input into social media content planning and wider strategy. To increase staff involvement with social media content creation, and encourage staff advocacy using their own social media channels and other outlets.

## Special features of the role:

We want to finely tailor our content to audiences on each of our current channels, as well as reach new audiences. You will need to use your excellent understanding of the social media landscape to create highly engaging content that resonates with our different audiences and help us expand on appropriate new channels in a way that feels authentic.

## Key responsibilities

### a) Social media community management

- Responding to messages, comments and queries from our audiences on our social media channels in a friendly, authentic, knowledgeable way that encourages further interaction.

### b) Social media content creation

- Independently creating content on themes and objectives laid out in the social media strategy and content plan as directed by the Digital Engagement Lead
- Working with the Digital Engagement Lead to discuss, plan and successfully execute creative ideas to enhance our social media content
- Working with staff across the trust to gain a thorough understanding of our projects and identify opportunities to create engaging social content
- Working with staff across the Trust to understand the communication needs of different staff and project teams, and fulfil these appropriately.
- Taking quality photographs and video footage as necessary, and editing them as appropriate using tools like Canva and the Adobe package.

- Identifying suitable local or national influencers and developing working relationships with them.

**c) Social media channel expansion**

- Researching and evaluating opportunities to expand our social media offering on new and/or different channels.
- Creating content plans to suit new channels.

**d) Increasing employee advocacy**

- Creating prompts and content packages to help staff communicate about our work on their own channels

**Supporting the Trust**

- Raise the profile of Cumbria Wildlife Trust.
- Be proactive in increasing the Trust's membership.
- Help to raise funds for the Trust.
- Any additional duties as outlined in the Annual Work Plan.
- Any other duties that may reasonably arise from time to time.

All tasks and responsibilities are to be carried out in accordance with the Trust's policies and procedures.

**Date: August 2024**

# Person Specification

## Role Title – Digital Storyteller

### 1. Qualifications & Experience:

The post holder will be expected to have qualifications and recent and relevant experience in the following areas:

		Essential	Desirable
1.	Relevant experience in a communications role, in a paid or voluntary capacity, or a qualification such as a degree or apprenticeship in communications.	•	
2.	The ability to demonstrate a strong communications skillset.	•	
3.	Experience in planning and delivering social media content for a range of platforms, including Instagram, Facebook, X, LinkedIn and TikTok.	•	
4.	Experience in taking high-quality photographs and videos for use on social media, and editing them as appropriate.	•	
5.	Experience in using third-party tools to schedule posts and monitor engagement.	•	
6.	Graphic design skills		•
7.	Prior professional or volunteer experience in a nature or environmental organisation.		•
8.	An understanding of marketing communications across print, website, email, social media, and publicity.		•

### 2. Knowledge & Skills:

The post holder will have the following knowledge and skills:

		Essential	Desirable
1.	An ability to create compelling content for a range of social media channels that encourages people to take action.	•	
2.	Excellent copywriting skills, with a talent for breaking down complex topics for a non-specialist audience and tailoring this to suit different channels.	•	
3.	Skills in photography and videography, with the ability to edit images and video content using Adobe tools, Canva, or similar applications.	•	
4.	A strong understanding of newer and emerging social media trends and platforms.	•	
5.	An ability to clearly explain content ideas to other staff and volunteers, and get them involved in content creation.	•	
6.	Strong organisational skills, with an ability to identify priorities and manage variable workloads, while maintaining a high level of accuracy and attention to detail.	•	
7.	An analytical mindset, with an ability to use data to strategise effectively.	•	
8.	An understanding of design and the ability to implement brand guidelines.	•	
9.	Knowledge of topics relating to wildlife, nature conservation and the environment.		•

### 3. Personal Qualities:

The post holder should possess the following:

		Essential	Desirable
1.	A demonstrable passion for nature and conservation.	•	
2.	Ability to balance a busy and varied workload.	•	
3.	Ability to work effectively with staff at all levels.	•	
4.	Self-discipline and confidence in own abilities.	•	
5.	Strongly motivated by Cumbria Wildlife Trust's mission and values.	•	