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Brand & Content Creation Manager

“In the past century Fauna & Flora has consistently saved species from extinction and protected habitats from destruction. Their solutions have always been practical, efficient and sustainable in local circumstances.”

Sir David Attenborough,
Fauna & Flora Vice-president

Fauna & Flora

At Fauna & Flora, our shared purpose is to protect the diversity of life on Earth, for the survival of the planet and its people. We work closely with local conservation partners around the world to save nature, together. We harness this collective expertise to inspire positive change globally.

Communications Team

This is an exciting time to join our communications team. Fauna & Flora's new conservation strategy recognises the vital importance of raising our visibility to audiences that can help us achieve our vision of a world where both nature and people thrive. We need to reach individual donors, philanthropists, local communities, governments and businesses in a way that resonates with them and persuades them to play their part in saving nature, together. This new role will play a pivotal role in helping us to achieve cut-through and impact.

Our work is global, supporting colleagues and partners around the world to create impact through communications and strategic, striving to ensure that everything we do helps Fauna & Flora reach its goals.

Our work is creative and inspiring, harnessing the beauty of nature and the hope of communities to show how together we can both stop biodiversity loss and improve the lives of people.

We are passionate about what we do and the power of communications to bring change and work with colleagues to understand their challenges and how as a team we can bring real value. We strive to work strategically, ensuring our content and approach works for target audiences and learning along the way.

The Opportunity

To help us maximise our impact, we are seeking a Brand & Content Creation Manager to lead a small but skilled team to produce sector leading content that helps raise our profile, enhances our reputation and - through alignment to organisational strategy - has impact.

We know that we have been too quiet for too long but the urgency of the nature and climate crisis means that we need more people to know more about our unique work and influence in nature conservation. You will bring extensive experience in maximising the power of a brand to reach target audiences.

With strong leadership skills, you will inspire the team to explore creatively, empowering them to take risks, and giving them creative space but always ensuring alignment to strategy. And you will help build a strong team ethos ensuring that you work well together, with the wider communications team and across the organisation.

Working to well defined briefs, you will help the team to prioritise to ensure that they focus on the right projects and stick to budget and deadlines. You will have a strong background in project

management and experience of effectively managing consultants and agencies.

In return we offer the opportunity to work for a ground-breaking organisation at the forefront of global conservation with generous pension contribution, attractive annual leave allowance, life insurance and salary exchange schemes.

Our offices are located in The David Attenborough Building in central Cambridge, just a few minutes' walk from glorious historic buildings and museums, the picturesque River Cam, the central market and shopping centre and a host of cafés and restaurants. Our hybrid working policy currently brings us together in the office for a minimum of one day a week.

Terms and Conditions

Start Date:	As soon as possible
Duration of Contract:	Permanent
Probation Period:	6 months
Gross Salary:	£49,400 per annum
Location:	Fauna & Flora, Cambridge Current policy offers partial remote working within the UK
Benefits:	25 working days' annual holiday entitlement plus Public/Bank Holidays and any normal working days that fall between 24 December to 1 January inclusive, during which time Fauna & Flora UK offices are closed For employees on UK-based contracts, Fauna & Flora currently provides a pension contribution of 8% of salary after 3 months' continuous employment. Group Life insurance, currently set at a benefit of 4 x basic salary
Hours of Work:	This is a full-time position, working 37.5 hours per week, Monday to Friday inclusive.

Job Description

Job Title: Brand & Content Creation Manager

Reporting to: Director, Communications

Line Manages: Digital Communications Manager,
Senior Writer,
Content Officer

Key Relationships: Website Manager,
Social Media Manager,
Media Relations Manager,
Director of Supporter Marketing,
Director of Philanthropy

Purpose:

The Brand & Content Creation Manager is responsible for leading the creation of inspiring, engaging content that helps us in our mission to save nature together, ensuring the timely production of high quality and strategically aligned online and offline content for both internal and external stakeholders

Responsible for leading the creative direction and coherent global execution of Fauna & Flora's brand, they will identify opportunities to grow our brand appeal and awareness and lead a team that produces inspiring, engaging and creative content that helps build visibility and support for Fauna & Flora and our mission.

Specific Duties:

Build and develop Fauna & Flora's brand

- Following strategic direction set by our recent brand refresh, in line with our organisational objectives and working closely with the Director, Communications, lead the creative development of Fauna & Flora's brand globally to maximise the organisation's impact by raising visibility and credibility amongst defined target audiences
- Proactively seek out opportunities to boost the visibility of Fauna & Flora through creative partnerships/approaches/projects
- Evaluate impact and encourage a learning culture within the team
- Ensure a coherent, strategic and audience centred brand approach working closely with colleagues across the organisation to ensure that we are using our brand effectively to reach and engage with target audiences
- Ensure the provision of solution focused brand support to the organisation globally
- Stay up to date with latest trends and best practice
- Be responsible for effectively managing the team budget

Lead the creation of inspiring and engaging content:

- Provide inspiring leadership to the content creation team encouraging experimentation, innovation and flexibility.
- Ensure the team is always solution focused and enjoys productive relationships with the wider organisation, understanding the strategic role and value of their work.
- Lead development and delivery of a content plan to support Fauna & Flora's overall communications objectives, in collaboration with the Director of Communications
- Lead on day to day project management of content creation ensuring a fulfilling and manageable workload for the team
- Ensure that our content meets quality, representation and accessibility standards
- Ensure that the team follows organisational and Communications team priorities and create content that responds to briefs created in consultation with internal stakeholders
- Work to improve production processes and coordination within the team
- Nurture and support a team ethos of continual evaluation and learning
- Ensure high quality service and output in sector defining content that helps us towards our organisational mission
- Project manage the creation of key organisational documents including the Annual Report and Conservation Impact report
- Working with the Communications Manager, Programmes and Fauna & Flora's Communications Managers in our offices outside the UK and with our core overseas Partners, engage with colleagues and partners overseas to produce high quality and engaging content that shows Fauna & Flora's work with nature and people
- Working with the Director of Communications, ensure that key organisational opportunities and contractual obligations regarding communications output are met with appropriate content

Other

- Line-manage team members, through objective and goal setting, continuous performance management, annual appraisal, training and personal development planning.
- Ensure collaborative relationships with the rest of the Communications Team and the wider organisation
- Play a leadership role in ensuring that the Communications team meets its KPIs
- Carry out any other duties that are consistent with the role and as agreed with line manager

Person Specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Ability to lead a creative team • Excellent collaboration skills • Ability to plan and think strategically • Ability to assess and prioritise tasks effectively • Ability to manage change effectively • Excellent interpersonal skills • Excellent written and verbal communication skills • Ability to represent the communications team in cross organisational working groups and similar • Excellent leadership and people management skills • Ability to liaise with internal and external stakeholders to ensure content is effective and meets their needs • Takes an innovative approach to growing a brand • Ability to influence and persuade 	
Knowledge and experience	<ul style="list-style-type: none"> • Experience of developing and delivering major content campaigns • Experience of developing a coherent brand approach that encourages innovation and achieves higher visibility for an organisation • Experience of managing teams to successfully deliver complex projects • Expertise in at least one area of content creation – publications, films etc • Experience of creating a content strategy for an organisation • Detailed knowledge of content strategy approaches • Proven ability to harness creative ideas to promote an organisation • Experience of managing consultants to deliver a successful product • Experience of leadership in a creative team • Experience of applying effective problem solving techniques as needed • Experience of effectively managing budgets • Proven experience of creating audience focused content and evaluating impact 	<ul style="list-style-type: none"> • Experience of content creation for a not-for-profit • Experience of working in a global context

Behavioural qualities	<ul style="list-style-type: none"> • Demonstrates Fauna & Flora’s values • Encourages curiosity within the team in looking for inspiration • Supportive, collaborative and approachable • Objective-driven • Able to remain calm within a fast moving and often high-pressure environment • Flexible and adaptable in the face of change • Drive to keep up to date with industry best practice and identify new opportunities • Culturally sensitive 	
Other		<ul style="list-style-type: none"> • Ability to undertake international travel

Fauna & Flora Values

Values underpin who we are and how we act. Just as values shape who we are as individuals, they define us as an organisation, creating the culture of success for which Fauna & Flora is renowned. Our people exemplify our shared values, which are interconnected and interdependent:

- We act with integrity
- We are collaborative
- We are committed
- We are inclusive, supportive & respectful
- We get things done

How to Apply

Applications should consist of the following:

- Covering letter explaining why you are applying, relating your experience and skills to the role
- Full CV
- Contact details for two referees (who will not be approached without your permission)

Applications should be submitted electronically to commsrecruitment@fauna-flora.org

Please mark your application ‘**Brand & Content Creation Manager**’ and indicate in your covering letter where you saw the position advertised.

The closing date for applications is **Monday, 27 May 2024**.

No agencies please.

Regrettably, due to limited resources and the high number of applications we receive, we are only able to contact short-listed candidates. If you do not hear from us within four weeks of the closing date, please assume that you have not been successful on this occasion.

Applicants with Disabilities

Fauna & Flora encourages applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application, please contact Jade Bedwell, People Adviser, by Email: jade.bedwell@fauna-flora.org

Fauna & Flora values diversity and is committed to equality of opportunity