



1255 23rd Street, NW, Suite 450
Washington, DC 20037

Job Description

Job title	Program Manager , Communications & Media	Department	UK
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Position Overview

General purpose of the position

The role will provide critical support to the UK Media & Communications Program Director, Senior Director of Campaigns and Public Affairs and the UKLT, producing content creation on the UK earned channels to increase audience engagement. The position will support campaigns and fundraising stewardship and give strategic advice regarding social media market insights and trends in the UK digital sphere and emerging channels. This will be vital to achieve successful brand building in the UK market through impactful storytelling, campaign activations, fundraising recruitment and stewardship through compelling content on the earned channels and holistic management of thematic work. This pivotal position will be in a unique role to knit together annual activities across campaigns, brand and fundraising for coherent and impactful audience and supporter communications.

Essential duties and responsibilities

- Lead on designing and delivering impactful annual storytelling content plans across earned channels to meet priority campaign goals and support fundraising, recruitment and stewardship.
- Development of the social media strategy and celebrity strategy (in coordination with Program Director), and lead on developing and delivering the tactical plans that ladder up to both strategies and the overarching UK communications strategy.
- Lead on advising the UKLT on developments in the digital communications space, with recommendations on current trends and industry developments.
- Ability to produce high-quality video content, edit and tailor this for varying channels.
- Co-ordinate the day-to-day social media planning, scheduling and community engagement.
- Act as the first point of contact for Humane World for Animal UK's social media communities, responding to all engagement in a timely way and for meaningful engagements. Potentially manage a social media mediation volunteer.
- Managing internal planners across platforms like Asana, Trello and Microsoft Planner.
- Lead creative ideation sessions with campaigns and public affairs team members.

- Monitor, measure and report on performance, using tools like Google Analytics and social monitoring platforms to guide continual improvement.
- Work with the Head Office brand team to embed storytelling content for the wider global organisation into coherent and powerful communications.
- Lead on identifying and recruiting new influencers and celebrities to support Humane World UK's communication goals for audience expansion, including PR campaigns.
- Undertake administrative tasks, including paid social media advertisement management, expense tracking and maintenance of the visual asset library.
- Other administrative and reporting requirements, as needed, including out-of-hours responses on social media when there is a priority need.

Desired Minimum Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable otherwise qualified individuals with disabilities to perform the essential functions

Education and experience

- Proven experience (5 to 8 years minimum) working in a communications position, leading on multi-channel content to support wide-ranging campaigns, public affairs, and fundraising objectives.
- Demonstrable experience leading the delivery of impactful social media campaigns to support advocacy goals.
- Experience of using digital analytics, social listening and reporting to evidence and advise on best-practice communications.

Necessary knowledge, skills and abilities

1. Strong knowledge and understanding of current trends in communications and social media, including the ability to keep abreast of developments on social media trends and emerging opportunities and threats in the digital space.
2. Skilled at content management and planning.
3. Expert at producing creative content tailored to owned channels.
4. Comfortable in a fast-paced environment with frequent deadlines; high energy, self-motivated and proactive.
5. Adept at using project planning tools such as Asana and Trello to manage tactical social media activity.
6. Confident in advising senior team members across fundraising, campaigns and public affairs on best practice approaches to social media communications with a solutions-focused approach.
7. Excellent copywriting skills across earned media platforms
8. Proven ability to digest complex reports and campaign work and create an effective and clear communications plan for diverse audiences.
9. Confident in the use of video editing software and creative platforms such as Canva.

10. Excellent IT skills, including use of the Microsoft Office suite.
11. Proven ability to act as a brand guardian across varying earned channels.
12. Desirable experience of recruiting and stewarding content creators and influencers.
13. A commitment to ensuring all communications are inclusive and an acute understanding of the principles of equality, diversity, inclusion and anti-racism.
14. Strong interest in animal protection issues preferred.

Supervision exercised

Manages communications volunteers and external videographers and photographers, as needed.

Work Environment

The noise level in the work environment is usually moderately quiet.

Employment Disclaimer

This job description is not a contract - management reserves the right to change its contents at any time. Humane World for Animals UK is an equal opportunities employer. We have a policy of equality of opportunity for all staff. Applications are welcome regardless of race, colour, ethnic or national origin, sex, marital status, disability, sexual orientation, neurodiversity, gender identity or expression, religious beliefs or age. We are committed to building a diverse, equitable and inclusive team and particularly encourage applications from individuals from groups who are currently under-represented in the animal protection sector.