

## Position vacancy

### Social Media Manager

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**Location:** Either in one of our global offices (Bristol or London - UK, Madagascar, Belize, Kenya, Indonesia, Timor-Leste, Senegal) or home-based within countries where Blue Ventures has administrative capacity (Mozambique, Tanzania)

**Closing date for applications:** Friday, 17 May 2024 at 22:00 GMT. Applications will be considered on a rolling basis.

**Contract status:** Global post, full-time, 1-year fixed-term (with the possibility of extension)

**Start date:** As soon as possible

**Remuneration:** Salaries will be in line with local salary grades and experience; circa £34,000-£40,000 gross per annum (UK), circa MGA 25,147,128 - 35,278,900 (Madagascar); circa Rp313,807,810 - Rp340,963,260 (Indonesia); circa Ksh3,116,800 - Ksh3,895,000 (Kenya); circa TSh 69,221,000 - 79,603,000 (Tanzania); circa MTn2,036,000 - MTn2,347,500 (Mozambique); circa GBP 15,805 - 24,750 (Senegal); circa USD 15,100- 19,180 (Timor-Leste); circa BZD 35,000 - 41,000 (Belize).

**Salary Band:** Manager

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### We rebuild tropical fisheries with coastal communities

Blue Ventures is a marine conservation organisation that puts people first. We support coastal fishers in remote and rural communities to rebuild fisheries, restore ocean life and build lasting pathways to prosperity. Our work began two decades ago in Madagascar's remote coastal communities and is growing globally.

Across a dozen countries, we're partnering with traditional fishers and community organisations to design, scale, strengthen, and sustain fisheries management and conservation at the community level. We bring partners together in networks to advocate for reform and share tools and best practices to support fishing communities worldwide.

## Summary job description

Blue Ventures is seeking a Social Media Manager to coordinate our social media communications' strategy, delivery, and measurement. You'll be responsible for managing all social media channels and creating and producing engaging content to be used across them and beyond. Whether it's shaping and amplifying stories from communities and partners, sharing our learning far and wide, or crafting content to advocate for ocean protection and the rights of small-scale fishers, you'll be proactive in finding creative ways to connect with and inspire a range of audiences internationally.

This will be a one-year fixed-term role (with the possibility of extension) based in any of BV's registered locations. You'll report to the Head of Communications and work closely with our Advocacy, Donor Stewardship, and Partnerships teams, as well as national and regional leads.

*For countries in which Blue Ventures has an office, our hybrid working policy currently requires attendance in the office for at least 40% of the working week.*

## Key Responsibilities

### **Content creation, coordination, review and publication**

- Lead planning and delivery of cross-channel social media and digital content in line with BV's strategic priorities,
- Support staff and partners to identify social media communications priorities from their work and the correct channels for publication
- Create original digital communications content for BV, our coalitions and partners, raising the profile of community-led marine conservation and small-scale fisheries management efforts and highlighting the work of our team and partner organisations
- Write, edit, proofread, and design social media materials to accompany news articles, advocacy campaigns, donor reports, press releases, newsletters, photo stories and wider digital communications content to agreed timescales and priorities
- Ensure the accuracy and high quality of social media communications outputs, being alive to sensitivities and possible pitfalls
- Proactively seek opportunities to showcase BV's learning and work on social media and other digital platforms

### **Strategic communications**

- Work with the Director of Strategic Communications and the Head of Communications to devise social media strategies, identify new ways to communicate with target audiences, and analyse sector trends and best practices to optimise BV's social media outputs.

- Measure the performance of different channels and outputs, using the findings to test, learn, and adapt and ultimately increase communications' impact.

### **Team development**

- Lead training of staff, partners, networks and communities on social media communications, including writing, storytelling and design
- Ensure staff are well briefed on key social media communications issues and opportunities, including AI

### Skills and experience

- 4+ years of experience in managing and monitoring multiple social media channels
- Track record of growing social audiences and increasing the reach of channels and other digital content, ideally in the conservation sector
- Excellent editorial judgement and proven ability to work with colleagues on creating high-quality, impactful and consistent social media content
- Demonstrable experience of designing, developing and delivering communication channel strategies, messaging and toolkits tailored to a range of different audiences
- Strong awareness of the nuances of different channels (particularly LinkedIn) and the expertise to create engaging content that speaks to different channel audiences
- Proficient in social media measurement and evaluation
- Fluency in written and spoken English
- Experience in using scheduling software systems such as Loomly and Hootsuite for planning, scheduling and monitoring content performance
- Excellent writing, photo, video editing, and captioning skills
- Experience using design tools for social content (Creative Suite, Canva, Lightroom)
- Ability to relate to and work effectively with individuals from a wide range of backgrounds and cultures at all levels
- Capacity to work independently as well as part of an international team, collaborating remotely across time zones

### We would also love to see

- Expertise in the environmental conservation, fisheries management and/or international development sectors, with a solid grounding in marine conservation, climate and environmental justice, and scalable solutions to the climate and ecological emergencies.
- Competency in videography and photography
- Excellent knowledge of collaborative working with Google's suite of projects
- Working knowledge of French, Malagasy, Kiswahili, Indonesian or Portuguese
- Experience with content management systems like WordPress and digital asset management systems like Swivle
- Experience engaging high-level experts and influencers in social media and other digital campaigns

*We encourage applications from all individuals regardless of age, gender, race, ethnicity, religion or sexual orientation and evaluate all candidates based on merit. We welcome candidates from countries*

where Blue Ventures operates. We offer a supportive environment for professional development, as well as a competitive salary.

Gender equality and equity are key priorities for Blue Ventures and its mission to secure more sustainable fisheries management and conservation for communities. It is the responsibility of all employees to ensure that equal opportunities are available and accessible for all and that no one is excluded or further discriminated against due to the multiple identities they may hold, including sex, gender, age, ethnic origin, disability, religion or belief, socio-economic status or geographical location.

Blue Ventures is committed to safeguarding and promoting the welfare of young and vulnerable people and expects all staff to share this commitment. We have zero tolerance for anyone who contravenes our safeguarding and protection policies. All candidates will be asked questions on safeguarding and child protection.

Any conduct that prevents the promotion of equality and equity will be dealt with in accordance with BV's policies and procedures and we encourage all colleagues, partners, trustees and communities to report violations to our code of conduct via the email [report@blueventures.org](mailto:report@blueventures.org) or [+44 7950 182475](tel:+447950182475).

This job description details the main duties and responsibilities for the position. However team members are required to show flexibility in their approach to work and be willing to undertake other tasks that are reasonably allocated to them but which are not part of their regular job description.

We are a mission-driven organisation, and senior staff in particular are expected to show willingness to adapt to unexpected changes that come with growth – this may include occasional work whenever or wherever requested by their line manager. Where any task becomes a regular part of someone's responsibilities, the job description will be updated in consultation with the team member.

## Application process

Applicants should apply online via Blue Ventures' website by 17 May 2024.

Please note that applications will be reviewed on a rolling basis and first-round interviews may be conducted with short-listed candidates before the application deadline.

All shortlisted candidates will be contacted within two weeks of the closing date.

## Why work with us

**Mission:** We operate at the frontline of some of the world's most pressing environmental problems, innovating effective, equitable and scalable responses with coastal communities. We are recognised as a transformative force in our sector.

**Working style:** We're a fast-moving social enterprise, quick to embrace and implement promising ideas without bureaucracy.

**Autonomy:** We expect and support our colleagues to take a lead in their own work, offering scope for creativity and strategic input.

**Professional development:** We challenge and support our colleagues to grow their skills, providing considerable exposure to different work experiences and training opportunities.

**Adventure:** We offer extensive opportunities for travel, working in diverse environmental and cultural contexts.

**Family:** We look out for one another as we work closely together in challenging situations, celebrating successes and spurring each other on when the going gets tough.

**Values:** Our organisational values are central to everything we do:



### Communities first

Above all, we listen to community needs, responding in a sensitive and pragmatic way for lasting benefits.



### Passion & belief

Our mission is urgent and critical, we believe that our approach works, and we're determined to get the job done.



### Valued people & effective teams

We work in diverse and inclusive teams where all members have a voice and influence.



### Innovation & courage

We're resourceful and creative. We're prepared to take risks and challenge broken paradigms.



### Openness & humility

We work in a transparent and collaborative way to share what we learn.



### Grounded in evidence

We have high standards and aren't afraid to be self-critical. If something doesn't work, we change tack until we're on the right course.