

WDC Position: Social Media Officer

Type: Full time

Responsible to: Head of Communications

Responsible for: N/A

Team: Fundraising, Communications and Engagement

Working hours: 35 hours per week

Salary: £25,757

Location: Chippenham / Flexible

Date produced: July 2026



SUMMARY

WDC, Whale and Dolphin Conservation, is the leading global charity dedicated to the conservation and protection of whales and dolphins. Through our offices and teams around the world we campaign against the many threats facing whales and dolphins, and support cutting-edge science exploring the lives and importance of these remarkable creatures.

We are looking for a full-time, social media officer to join our team in Chippenham, Wiltshire. Reporting to the head of comms, you will help to develop WDC's busy social media activity, advising fundraising, campaigns and policy colleagues on the best ways to grow the number of people who support our work.

We are looking for someone with proven track record of developing and delivering digital communications plans, experience in the use of social media to support communications, marketing and/or fundraising functions, and a good understanding of digital platforms and social media (especially Twitter, Facebook, Instagram, LinkedIn, TikTok).

The role requires solid copywriting skills, an eye for detail, creative thinking, a proactive attitude, commitment, and enthusiasm for the cause.

Overall purpose:

- To help manage WDC's social medial channels and increase our audience and engagement.
- To support and advise colleagues across WDC on social media tactics and best-practice to improve the effectiveness of our campaigns, fundraising and advocacy.
- To contribute to the development and implementation of creative marketing and communications plans.

Person Specification

	Essential	Desirable
Personal qualities	Excellent people skills and the ability to build strong working relationships with colleagues and stakeholders. A positive, 'can-do' attitude, combined with an enthusiasm for WDC's cause and values. Excited by digital communications and a keen interest in new developments in social and digital. Attention to detail and commitment to providing a high standard of work. Committed to continued personal learning and development.	Willing to accept responsibility and opportunities appropriate for the role Flexible approach to the role and to change
Skills & abilities	Ability to work collaboratively and sustain effective working relationships with colleagues and partners. Good writing, editing and proof-reading digital content skills. Excellent analytical and problem-solving skills and an understanding of how to translate complex information into engaging and accessible content and data visualisation. Good understanding of online user experience, usability and accessibility. Good time-management and ability to prioritise workloads and projects.	Strong organisational and administrative skills.
Knowledge & experience	Good experience of digital communications, social media, emerging digital platforms and content management systems. Knowledge of how digital communication works alongside press, marketing and fundraising campaigns and messaging.	Experience of working for a charity or membership organisation. Experience of having worked in – or with – commercial organisations or agencies. Developing or commissioning high-quality story-telling content such as

		infographics and other forms of data visualisation Experience of influencer engagement.
Training & qualifications	Evidence of training in social media theory and practice.	Educated to degree level or equivalent

Social Media Officer - Outline Terms and Condition of Employment

Location: The post can be based at the WDC office in Chippenham, Wiltshire, or home based or a hybrid of home and office working. You may be required to travel occasionally to meetings etc. in the UK.

Salary: Starting salary will be related to your experience and skills and will be based on the WDC pay scales, currently under review. All employees are paid monthly in arrears on the last working day of the month.

Pension: All eligible employees will be automatically enrolled into the workplace pension scheme, managed by Royal London. WDC will contribute matched funding of up to 3%. You will have the option to opt out of the scheme.

Holidays: Holiday entitlement is 28 working days per year plus bank holidays for full time staff (pro-rata for part time). Entitlement increases by 2 days per year in the fifth year of employment.

Working Hours: This role is for 35 hours a week. The standard working week is 35 hours, Monday to Friday.

Other Benefits:

- All employees are covered under our life assurance policy (three times annual salary).
- Sabbatical and work break options are available after a qualifying period.
- We participate in the Cyclescheme and Techscheme.