



# Marketing and Communications Manager

## *Candidate Pack*

March 2024



Welcome

Thank you for your interest in our Marketing and Communications Manager role.

SOS is a small charity with a big ambition: to help secure a thriving and resilient future for critically endangered Sumatran and Tapanuli orangutans, as well as the people living alongside them.

With an admirable portfolio of projects and partnerships built up over 22 years of supporting conservation efforts in Sumatra, we have recently launched our ambitious Conservation Greenprint, our strategy to 2030, which has collaboration with forest-edge communities at its heart.

SOS is part of a network of conservation optimists, and I am in the fortunate position of having my optimism bolstered on a daily basis by the great strides that our partners and allies in Sumatra are making.

Of course, we need more than optimism to achieve real results, but we also have a plan, and all the ingredients to turn that plan into a conservation success story for orangutans, forests and communities. We are partnering with fantastic, effective frontline organisations doing some truly impactful work; there are tried and tested programmes that are ready to be scaled up; there are innovative approaches that are ready for investment.

To help us succeed in this exciting new phase, we are looking for an exceptional Marketing & Communications Manager to join our team and help us to realise our ambitious plans. will play a vital role in helping us to develop and deliver gold-standard communications strategy and content, to engage and inspire new and existing audiences to take action for the future of rare orangutans and their precious rainforests.

**You'll be joining a fast-paced, dynamic team** and we will do everything we can to help you succeed. This role offers a real chance to play a vital role in the protection of an iconic species, as well as supporting a charity to achieve transformational impact.

Come and join an innovative, agile and dedicated conservation charity, as we ramp up our efforts to realise a flourishing future for orangutans, forests and people.

Helen Buckland  
CEO

# Job Description

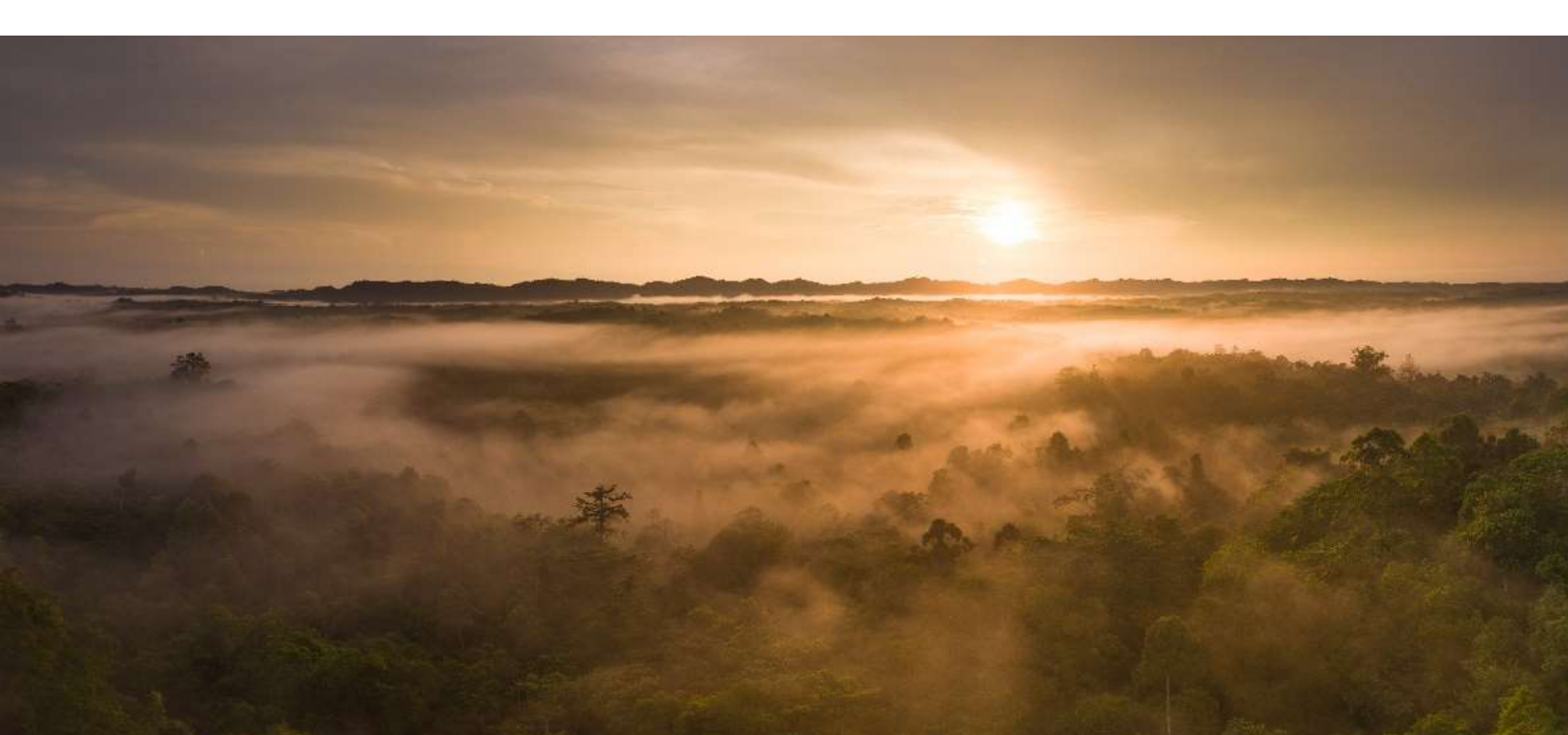
Job Title:	Marketing and Communications Manager
Salary:	circa £35k (pro rata)
Terms:	Full time or 0.8 FTE, Permanent
Reporting to:	Development Director
Base:	Flexible: remote or hybrid working in our office in Abingdon, Oxfordshire are both an option; the candidate would ideally be able to travel to London for monthly team meetings.
Benefits:	25 days annual leave + public holidays (pro rata) with additional paid leave over the Christmas period, 5% pension contribution and continuous professional development.

## Job Purpose

An exciting opportunity to support the development and lead the delivery of a new Communications Strategy to enhance the SOS brand, engage and inspire target audiences, support partnerships and develop opportunities to promote thought-leadership.

This is a key role which works closely with the Programmes team, our Story Teller in Sumatra, and the Fundraising Managers to gather information, create compelling content and use a range of channels (with a focus on digital) to increase reach and engagement.

The Marketing and Communications Manager is responsible for developing content and providing day-to-day coordination of SOS social media channels and website, as well as supporting donor reporting and enhancing brand exposure.





## About You

You are a communications professional with an aptitude for digital communications and strategy, content creation and storytelling. You are adept at managing social media content and channels, website optimisation and email messaging to engage target audiences and inspire action.

You understand the value of data-driven decision-making and you are confident in using digital analytics to guide activity. You are keen to build relationships across our remote team in the UK and Indonesia, to help gather information and stories to share with donors and target audiences to creatively and effectively communicate the impact of **SOS' work**.

You are looking for the next step in your career, a role with autonomy and space for creativity. You are energised by the thought of supporting the Fundraising and Programmes teams to tell their stories through a variety of channels to reach key audiences.

You will be joining an agile and dynamic organisation at an exciting moment in our growth as we make a vital step change so we can deliver our gold-standard, community-led conservation strategy to help wild orangutans to thrive in resilient forests.

## Role Summary

In the Autumn of 2022, SOS launched our new strategy to 2030 - our Conservation Greenprint. Our mission is to support forest-edge communities, local authorities and our network of frontline partners to protect, connect and rewild the Sumatran rainforest to enable critically endangered Sumatran and Tapanuli orangutans to thrive in the wild, and help in the fight against the global climate crisis.

SOS has over 71k followers on our social channels (Instagram, Facebook, Twitter, YouTube and LinkedIn). We have c. 4,000 visitors to our website each month and we have an email list of more than 12,000 individuals. We have a loyal donor base, with many likes and shares online, however, we are now seeking to appoint a dedicated marketing and communications professional to help us to become more strategic with our communications activity. You will help us to close the value-action gap through your compelling calls to action and your understanding of different audiences and what motivates them. You will play an intrinsic part in motivating followers to become active SOS donors and supporters.

Over the next five years we seek to make a significant step change in our operations and our programmes in Sumatra. The Marketing and Communications Manager will play an important role in supporting SOS to increase and engage online audiences and deliver creative and effective strategies to bring them on the journey to become supporters and donors. There are solid foundations to build upon and significant opportunities to leverage.

In collaboration with the Development Director, the Story Teller in Sumatra, and the Programmes and Fundraising teams, the Marketing and Communications Manager will support the development of our Communications Strategy to guide our messaging, tone of voice, target audiences and activity.

## Detailed Responsibilities

Support the development, and lead on the delivery, of our Communications Strategy to increase brand recognition, attract new and further engage existing audiences, and promote opportunities for partnerships and thought **leadership to support SOS'** vision and ambitions for wild orangutans thriving in resilient forests, as set out in our [Conservation Greenprint Strategy to 2030](#).

Responsibilities include:

### Strategy

- Support the development of the Communications Strategy and lead on its delivery.
- Develop and implement a digital strategy to support fundraising marketing, grow audiences and convert likes to donations.
- Develop and work to an annual content plan to include digital, publications, partnerships, online events and thought leadership activity.
- Develop internal and external communications guidelines (e.g. for corporate partners) and oversee their implementation.
- **Report quarterly against agreed KPI's on progress, opportunities and challenges.**

### Communications Channels

- Responsible for all SOS social channels, e-news and website – including production and posting of content, using agreed messaging frameworks, tone of voice and ensuring information is correct and up to date.
- Community management: engage with our audiences to enhance reach, following and engagement.
- Update and oversee functionality of SOS website and SEO initiatives / outcomes / results.
- Development of marketing materials, publications, film, online events and other communications channels and opportunities.

### Content Development

- Develop professional relationships across the organisation to support a timely and quality flow of information to feed into content development.
- Work with and brief the Story Teller in Indonesia to source photography, video, case studies, stories and impact data from SOS projects and programmes.
- Create and run effective communications campaigns to engage our global audience with our mission and impact.
- Produce and post all content for social channels and for website to include film, stories and infographics.
- Identify relevant trending topics and ensure SOS contributes and adds value to online conversations.
- Identify and manage positive relationships with creators and collaborators to reach new audiences and create innovative content.
- Promote our partnerships to reach new audiences and grow our network.

- Support production of new publications and reports to communicate our impact e.g. annual impact report, insight briefings etc.
- Work with Fundraising Managers to create content and campaigns to support individual giving, fundraising appeals and corporate partnerships, to include quarterly e-news, and targeted marketing activity designed to grow audiences.
- Work with and coordinate external suppliers to produce content and amplify reach.

### Analysis & Reporting

- Collate and analyse data from social channels, web visits, Google Adwords and other sources to assess impact and make recommendations for improvements, optimise engagement and evaluate ongoing impact.
- Implement and coordinate content gathering required to support donor reporting.
- Interpret technical programme information for a variety of SOS audiences including individuals, corporates & trusts.
- Support donor reporting with creative content including photographs, copy and layout.

### Internal Communication

- Develop positive, professional working relationships across the **organisation's remote team** in the UK and Indonesia to support information gathering from SOS projects.
- Work closely with the Fundraising and Programmes teams to deliver communications activity which supports the breadth of organisational objectives.



# Person Specification

This role will suit an ambitious individual keen to join a small but highly effective team and make their mark by growing a successful Communications programme. Our ideal candidate will be both creative and analytical – a strong storyteller who also has the curiosity and tools to assess the effectiveness of our communications in meeting our goals. You will have freedom and support in this role to build on the solid foundations to achieve results.

## Essential Requirements:

- Experienced communications professional with evidence of successfully engaging and building audiences.
- Experience and expertise in implementing digital strategies and marketing campaigns across a range of channels including social media, websites, and e-news.
- Demonstrable experience in creating inspiring content including videos and reels using open-source software (e.g. Canva).
- Excellent and engaging writing skills, able to tailor copy to the target audience and to simplify complex information, with evidence of ability to write for online audiences.
- Ability to build good working relationships across a remote team, working collaboratively to achieve common goals.
- A clear affinity with SOS' vision and mission.

## Desirable Skills:

- Experience in an international conservation, development or environmental protection organisation.
- Confident in design, with a keen eye for, and a flair for creating, engaging visual communication assets.
- Experience of contributing to the development of a communications strategy.
- Experience of setting up and/or managing an digital asset library.
- Budget management.

# Why work with us

## Mission

We are on a mission to enable wild orangutans to thrive in resilient forests. We operate at the frontline of some of the world's most pressing environmental and social challenges, implementing effective and scalable responses with communities at their heart.

## Culture

We're a small and nimble organisation, quick to embrace new opportunities and implement promising ideas. We expect and support our staff to take a lead in their own work, offering scope for creativity and strategic input.

## Professional development

We challenge and support our team to grow their skills, providing exposure to different work experiences and training opportunities.

## Adventure

We offer opportunities for travel, to see the results of your hard work for yourself – making you an even more passionate ambassador for our mission and our work.

## Unity

Our small team and board of engaged trustees work closely and collaboratively together, sharing ideas, celebrating successes and breaking barriers to accelerate our impact.

## Equality, Diversity, and Inclusion

At SOS we are committed to Equality, Diversity, and Inclusion as core to our operations, and our commitment is alive as we seek to grow our team to enable us to meet our ambitious Greenprint Conservation Strategy. We welcome applications from any person who is interested in this role and has the skills, ambition and energy to make it happen.

**Equality:** We make sure that everyone is treated fairly and with dignity and respect. We challenge discrimination and remove barriers, so that everyone has opportunities to achieve their desired outcomes.

**Diversity:** We recognise the benefits of different values, abilities, and perspectives, and celebrate **people's differences. We promote an environment that welcomes and values diverse backgrounds, thinking, skills and experience.**

**Inclusion:** We operate a working culture where everyone has equal access to opportunities and resources, and where everyone feels valued and accepted. At SOS we welcome everyone to contribute and have a voice and we make reasonable adjustments to facilitate active participation.



## SOS Fundraising & Communications Values

**SOS' principles** to **'be more orangutan'** are reflected in our Development Strategy and guide our practise:

### Inquisitive

Effective strategies need to be based on sound evidence. Our commitment to research and analysis helps us invest our resources wisely, where the need is greatest, to achieve the best outcomes for orangutans, people and forests.

### Strong

Our core strength comes from building long-term, trustful and genuine relationships with audiences, donors and funding partners.

### Agile

Achieving tangible and long-lasting results is complex, especially in a dynamic political and global economic landscape facing multiple uncertainties. Being a small and nimble organisation gives us many advantages to seek and explore new routes to success.

### Keystone

Orangutans are a keystone species, shaping the habitat in ways that benefit their co-inhabitants and the overall biodiversity. Acting as a keystone organisation in the ecosystem of stakeholders, donors and funders we will enhance our success by promoting collaboration, innovation, transformative ambition and an evidence- and impact-led approach.

## Decolonising Conservation and Fundraising

We acknowledge that conservation, fundraising, philanthropy and international aid in particular, have historically come with power imbalances between the donor or **'expert'** and the beneficiary. The traditional flow of funding and knowledge from the predominately white global north toward the global south has often been shadowed by colonial privilege and oppression, imposing **'solutions'** onto cultures and practise without making space to hear the voices, learn from the experience or welcome the wisdom of the beneficiary communities.

SOS and our frontline partners thrive together as a result of the authentic knowledge exchange and cross-cultural leadership which underpins our operations and activity. SOS continues to maintain awareness of the decolonising agenda and is always alert to any mitigation necessary to ensure full inclusivity, diversity and equality in our operations.

# How to Apply

Please send your up-to-date CV which demonstrates how you fit the person specification and a short covering letter of no more than two pages, telling us what you will bring to this role and why you want to work for SOS. Please also include an example of some online content you have created and a short piece of copywriting that you are proud of.

If you would like to arrange an informal chat about this role, please contact Sarah Moore, Development Director at [sarah@orangutans-sos.org](mailto:sarah@orangutans-sos.org).

Email to: [recruitment@orangutans-sos.org](mailto:recruitment@orangutans-sos.org)

Closing Date: 9am on Monday 8<sup>th</sup> April 2024

First interviews: Friday 19<sup>th</sup> April, to be held online.

