

## **Social Media Manager**

### **Job description and person specification**

With a history spanning over 100 years, Cruelty Free International has achieved so much. Bringing the issue of animal testing to public attention with our dynamic and determined approach, we have inspired generations of politicians, decision-makers, and compassionate people to make a difference for animals. As the problem has grown, we have stepped up to meet the challenge across the world, placing the issue on the global agenda for the first time.

Our dedicated team are experts in their fields, combining award-winning campaigning, political lobbying, pioneering investigations, scientific and legal expertise, and corporate responsibility. Educating, challenging, and inspiring others across the globe to respect and protect animals, we investigate and expose the reality of life for animals in laboratories, challenge decision-makers to make a positive difference, and champion better science and cruelty free living.

Our Leaping Bunny programme is the globally recognised cruelty free approval for cosmetics, personal care, household and cleaning products - known as the best assurance there is that a brand has made a genuine commitment to ending animal testing. More than 1,000 brands across the globe hold Leaping Bunny approval, providing real choice for ethical consumers who want to identify and buy cruelty free products.

Widely respected as an authority on animal testing issues, we are frequently called on by governments, the media, corporations and official bodies for advice or expert opinion. We work professionally, building relationships with politicians, business leaders and officials, driving change around the globe to make a difference for animals.

As the lead entity in a group of companies, Cruelty Free International works collaboratively with Cruelty Free International Trust and Cruelty Free Europe in the delivery of its consolidated business plan.

## Proposed vacancy details

<b>Job Title:</b>	<b>Social Media Manager</b>
<b>Role:</b>	<b>This is a full time and permanent position</b>
<b>Location:</b>	<b>Cruelty Free International Hub, London N7</b>
<b>Reporting to:</b>	<b>Digital Marketing Manager</b>
<b>Salary:</b>	<b>Up to £26,000- £30,000 depending on experience</b>

## Benefits

- **12-month interest free season ticket / staff loan**
- **31 working days' paid holiday, in addition to Public Holidays'**
- **Employer's Ethical Investor's Stakeholder Pension Scheme**
- **Generous training and professional development allowance**
- **Flexible working hours**
- **Childcare Voucher Scheme**
- **Ride-to-Work & Cycle2Work Bicycle Schemes**
- **Staff retention policy**
- **Work life support scheme**

## Objective

This is an exciting opportunity for a new Social Media Manager to support our social media and digital growth plans as we deliver our ambitious new 10-year international strategy.

You will use your initiative and creative skills to create exciting and dynamic content that increases audience engagement and supports our wider income generation, brand awareness and advocacy goals.

With a proven track record in a similar role, you will have excellent attention to detail and possess the ability to make decisions about content quickly, while ensuring all external comms adhere to the organisations brand and tone of voice guidelines.

As our go-to social media specialist, you will accompany senior stakeholders to events and conferences - sometimes outside the UK - creating content on-the-go to showcase our work and keep our audiences up-to-date and engaged with the work we're doing.

You will be a confident communicator and have previous experience of building strong relationships with senior stakeholders. Utilising your excellent project management skills, you will be confident working in an agile environment where workloads and priorities can change quickly.

You will be passionate about social media content trends and be excited to join an organisation where your knowledge and experience in social media will underpin the work of the organisation and help advance animal protection on the international stage.

### **Key responsibilities**

1. Undertake the day-to-day management, including scheduling, posting and moderation of the organisation's social media channels.
2. Travel where necessary to support the wider team when they are attending events and conferences, using your skills and experience to create content on the go to promote our work.
3. Content creation including graphics and video for our core social media channel including but not limited to Facebook, LinkedIn, X, Instagram, TikTok and Pinterest and our email channels to maximise target audience reach and engagement.
4. Use your excellent copywriting skills to create content that is in line with the organisations' brand and tone of voice guidelines to maintain a consistent tone of voice across all of our communications.
5. Work closely with our fundraising, public affairs, sustainable business programmes, and science teams to develop exciting and engaging social media content that delivers our message to a broad audience. Liaising with third party suppliers as required.
6. Monitor key performance indicators (KPIs) for social media and email campaigns. Working closely with the Digital Marketing Manager to provide regular analysis and actionable insights to improve our communications on these channels.
7. Monitor audience interaction with the organisations' social media channels to get first-hand experience of our supporter needs and report findings back to senior stakeholders.

8. Identify opportunities to link topical events to the organisation's content ensuring we have a solid strategy in place to capitalise on trending hashtags to increase engagement with our channels.
9. Liaise with the Digital Marketing Manager to ensure plans are on track and relevant team members are kept informed of any changes to the social media or email schedule.
10. Undertake any other duties consistent with the post and assist with other areas of work as required.

**Person specification**

<p><b>Essential</b></p>	<ol style="list-style-type: none"> <li>1. Strong written and verbal communication skills and the ability to build strong relationships with both internal and external stakeholders.</li> <li>2. The ability to work independently using initiative and sound judgement to ensure work is in line with brand and tone of voice guidelines.</li> <li>3. Proven experience of working in an agile environment where workloads and priorities can change last minute.</li> <li>4. Creative approach, with the ability to develop and produce engaging and compelling written and visual content.</li> <li>5. Excellent copywriting skills with the ability to adapt complex information for a variety of audiences.</li> <li>6. Experience of working across multiple social media platforms including X, Instagram, Facebook, LinkedIn, TikTok, Threads and Pinterest.</li> <li>7. Experience of creating exciting content using a variety of mediums including gifs, videos, and graphics.</li> <li>8. Excellent organisational and time-management skills with the ability to prioritise conflicting demands while maintaining accuracy and attention to detail.</li> <li>9. Experience in using basic graphic design software such as Canva, Adobe Photoshop or Illustrator.</li> </ol>
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	<p>10. Experience of using basic video editing software such as Adobe Premier Rush, Adobe Premier Pro, Canva or equivalent.</p>
<b>Qualifications (academic/vocational)</b>	<p>11. Degree in marketing, journalism, social media or equivalent work experience in a previous social media/marketing or content creation role.</p>
<b>Experience</b>	<p>12. Proven experience of distilling complex subjects, copy and information into digestible content for a variety of audiences.</p> <p>13. Proven experience of growing and managing audiences across various social media platforms.</p> <p>14. Excellent Microsoft Office IT skills, including expertise in, Word, Excel, and PowerPoint.</p> <p>15. Experience of using social media management platforms such as Sprout Social, Buffer, or equivalent.</p> <p>16. Experience of using email marketing systems such as Mailchimp or equivalent.</p> <p>17. Experience of monitoring activity and feeding back results, with the ability to take learnings forward to enhance and improve campaign performance.</p> <p>18. A proven self-starter with the ability to prioritise and deliver high quality work, excellent team working and collaboration across the wider organisation.</p> <p>19. Positive and can-do attitude. Willingness to undertake a range of activities and a flexible approach to working in a small non-profit organisation.</p> <p>20. Proven track record of developing and maintaining strong relationships to influence and motivate both internal and external stakeholders and third-party suppliers.</p>

<p><b>Specific qualities (e.g. attitudes)</b></p>	<p>21. Commitment to animal welfare and sympathetic to the vision, mission, and values of Cruelty Free International.</p> <p>22. Eager to learn and continually improve to keep up to date in the fast-paced digital space.</p> <p>23. A positive and flexible approach to the work with the ability to adapt to changing circumstances quickly.</p> <p>24. Willingness to work occasional unsociable hours in order to achieve the organisation's marketing outputs.</p> <p>25. Must be willing and available to travel. Sometimes at short notice.</p>
<p><b>Desirable</b></p>	<p>26. Social Media or Marketing qualification/ membership.</p> <p>27. Knowledge of the issues affecting Cruelty Free International as a small, not-for-profit organisation working to create a world where nobody wants or believes we need to experiment on animals.</p>

**Applicant Privacy Notice**

**What is the purpose of this document?**

Cruelty Free International is a "data controller". This means that we are responsible for deciding how we hold and use personal information about you. You are being sent a copy of this privacy notice because you are applying for work with us (whether as an employee, worker or contractor). It makes you aware of how and why your personal data will be used, namely for the purposes of the recruitment exercise, and how long it will usually be retained for. It provides you with certain information that must be provided under the General Data Protection Regulation ((EU) 2016/679) (GDPR).

**Data protection principles**

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.

- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

### **The kind of information we hold about you**

In connection with your application for work with us, we will collect, store, and use the following categories of personal information about you:

- The information you have provided to us in your curriculum vitae and covering letter.
- The information you have provided on our application form, including name, title, address, telephone number, personal email address, date of birth, employment history, qualifications.
- Any information you provide to us during an interview.

We may also collect, store, and use the following types of more sensitive personal information:

- Information about your health, including any medical condition, health and sickness records.

### **How is your personal information collected?**

We collect personal information about candidates from the following sources:

- You, the candidate.
- Any recruitment agency, from which we collect the following categories of data.
- Your named referees, from whom we collect the following categories of data.

### **How we will use information about you**

We will use the personal information we collect about you to:

- Assess your skills, qualifications, and suitability for the role.

- Carry out background and reference checks, where applicable.
- Communicate with you about the recruitment process.
- Keep records related to our hiring processes.
- Comply with legal or regulatory requirements.

It is in our legitimate interests to decide whether to appoint you to the role since it would be beneficial to our business to appoint someone to that role.

We also need to process your personal information to decide whether to enter into a contract with you.

Having received your CV and covering letter **OR** your application form, we will then process that information to decide whether you meet the basic requirements to be shortlisted for the role. If you do, we will decide whether your application is strong enough to invite you for an interview. If we decide to call you for an interview, we will use the information you provide to us at the interview to decide whether to offer you the role. If we decide to offer you the role, we will then take up references before confirming your appointment.

### **If you fail to provide personal information**

If you fail to provide information when requested, which is necessary for us to consider your application (such as evidence of qualifications or work history), we will not be able to process your application successfully. For example, if we require a credit check or references for this role and you fail to provide us with relevant details, we will not be able to take your application further.

### **How we use particularly sensitive personal information**

We will use your particularly sensitive personal information in the following ways:

- We will use information about your disability status to consider whether we need to provide appropriate adjustments during the recruitment process, for example whether adjustments need to be made during an interview.
- We will use information about your race or national or ethnic origin, religious, philosophical or moral beliefs, or your sexual life or sexual orientation, to ensure meaningful equal opportunity monitoring and reporting.



## **Information about criminal convictions**

We do not envisage that we will process information about criminal convictions.

## **Automated decision-making**

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

## **Data security**

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need-to-know. They will only process your personal information on our instructions and they are subject to a duty of confidentiality. Details of these measures may be obtained on request.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

## **Data retention**

### **How long will you use my information for?**

We will retain your personal information for a period of six months after we have communicated to you our decision about whether to appoint you to the role. We retain your personal information for that period so that we can show, in the event of a legal claim, that we have not discriminated against candidates on prohibited grounds and that we have conducted the recruitment exercise in a fair and transparent way. After this period, we will securely destroy your personal information in accordance with applicable laws and regulations.

If we wish to retain your personal information on file, on the basis that a further opportunity may arise in future and we may wish to consider you for that, we will write to you separately, seeking your explicit consent to retain your personal information for a fixed period on that basis.

## **Your rights in connection with personal information**

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party.

If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact the Deputy Chief Executive in writing.

### **Responsibility for data protection compliance**

The Deputy Chief Executive is responsible for overseeing compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact the Deputy Chief Executive. You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.