



Creative Content Officer

Location: Flexible remote (with monthly meetings / team days at our office in Horsham, West Sussex) with a requirement to attend events in person

Salary: £28,000 per annum (FTE)

Level Grade 4 and B

Part-time: 21 hours per week (to include Tuesday)

Contract: Part-time, Permanent

WHO IS BORN FREE?

Born Free is a UK registered charity that works tirelessly to ensure that all wild animals, whether living in captivity or in the wild, are treated with compassion and respect, and are able to live their lives according to their needs. We oppose the exploitation of wild animals in captivity and campaign to keep them where they belong – in the wild.

ABOUT THIS OPPORTUNITY

Are you excited about incredible content and the reaction it gets from an audience? Do you know what works, what doesn't, and why? Do you thrive by creating engaging stories? Do you love the challenge of creating short form video content that engages audiences? Do you know how to harness and amplify a brand message to create authentic experiences and interactions with our community?

We are looking to recruit a Creative Content Officer who can take our captivating stories, spanning nearly 40 years of conservation and wild animal welfare, and deliver them to today's diverse audiences in exciting, creative and contemporary ways, engaging people of all ages.

Under the leadership of the Digital Marketing Lead, working alongside the Social Media Officer and with the support of the Communications Officer, you'll create visual content, including video and graphics for the delivery of all Born Free's digital channels, including – but not limited to – fundraising appeals, adoption stories, stories from the field, including conservation and animal rescue and relocation, and news stories from the policy team working tirelessly to campaign for strengthened national and international legal protection for wildlife.

You will have the incredible opportunity to translate our powerful narrative, outstanding achievements, and ambitious plans to all touchpoints on social, working directly with our programmatic and marketing teams and the Co-Founder. You'll build and grow our engagement and conversions by tailoring content to our different audiences.

The Creative Content Officer will need to have the energy and hands-on attitude to thrive in a lean, fast-paced environment with strong focus on outstanding content, accuracy and performance. This role requires a truly collaborative approach, embracing all aspects of the Foundation's overall work, and an understanding of how your work affects, and is affected by, the work of everyone around you.

RESPONSIBILITIES & DUTIES

- Working under the direction of the Digital Marketing Lead, and collaboratively with the Social Media Officer, develop and create impactful and engaging visual content, with a focus on video and graphics, for our social media and digital marketing channels to grow our social media audiences
- Ensure content is adapted / suitable for specific channels / audiences and is in line with brand aesthetics and identity
- Manage multiple video projects simultaneously
- With the Head of Communications and PR, work with external freelance editors when required

- Identify consumer trends to help with planning social media campaigns.
- Analyse competitor activity and keep your pulse on the latest social media trends
- With the Social Media Officer, create a flexible, proactive and reactive content calendar for all social that enhances the broader programmatic, marketing and leadership plans.
- Ensure that the BFF's brand is consistent across every platform
- Live and breathe our brand voice and style guides, and continue to develop them through content, alongside
- On occasion schedule content on Sprout Social and respond be on the rota for social media community management.

OUR IDEAL CANDIDATE

- Strong filming and editing skills in Adobe Creative Cloud, Adobe Express and CapCut
- Lives and breathes video – thrives on creating content that genuinely connects with audiences.
- Inclusive, creative, courageous, discerning, curious, and devoted to Born Free, its Mission, and its followers.
- In tune with current trends
- Comprehensive, nuanced understanding of all social platforms, including emerging creative sensibility and a keen eye for look and feel
- Work with the Social Media Manager's analysis of data to maximise engagement of visual content
- Highly-motivated self-starter; capable of working independently, yet collaboratively, within a fast-paced environment.
- Quick-thinking, agile, creative, hands-on, resilient, stress-tolerant, problem-solver.

REQUIRED SKILLS

- Adobe Creative Cloud including excellent skills in Premier Pro (After Effects a bonus)
- Ability to create engaging and highly visual content that tells a story and drives engagement, from our archive of video and photography, or filming on phone or DJI Osmo.
- A strong understanding of social media video strategies
- A genuine curiosity and interest in both current affairs, wildlife related news, and sector-wide developments.
- A solid understanding of the use of a range of social media platforms, particularly in relation to advertising/branding and customers.
- Knowledge and understanding of algorithms and search engine optimisation.
- Strong communication and people skills for articulating ideas to colleagues and the wider organisation.
- Excellent teamworking, collaboration and networking skills.

FURTHER INFORMATION:

Note: This job description outlines the roles, duties, and responsibilities of the post. It is not intended to detail all specific tasks. Born Free reserves the right to alter the content of this job description to reflect the changing needs of the organisation but is a correct reflection of the main duties of the post at the time of writing. Please note this role will require working outside of normal working hours from time to time.

Our excellent benefits package includes opportunities for continuous professional learning, a generous annual leave entitlement, working from home with regular team meetings to help you maintain a healthy work-life balance, wellbeing support, and a competitive pension.

Born Free is an Equal Opportunities employer and positively encourages applications from suitably qualified and eligible candidates, regardless of age, sex, race, disability, sexual orientation, gender reassignment, religion or belief, marital/civil partnership status, or pregnancy and maternity. We welcome requests for flexible working.

To apply, please send a CV and cover letter to bornfreehr@aspiringhr.com, please include CCO-2024 in the subject of your email. The closing date for applications is 17.00 on Friday 1st November 2024. Born Free politely requests no contact from recruitment agencies or media sales. We do not accept speculative CVs from recruitment agencies nor accept the fees associated with them.

If you do not receive an invitation for an interview by the 8th November 2024 then you have unfortunately not been shortlisted. Interviews will be scheduled to take place week commencing 11th November on Teams. Thank you for your interest.