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JOB DESCRIPTION

Position title: Digital Content Producer (Temporary 6 month contract)

Reports to: Head of Digital

Supervises: n/a

Grade: B1

Date: December 2012

I. Mission of the Department: Ensure the success of WWF's global conservation goals by communicating the organisation's work, profile and values to the widest possible range of media and audiences.

II. Major Functions: Produce, source and manage content for panda.org, other WWF public websites and online presences including social media to engage external audiences.

III. Major Duties and Responsibilities:

- Produce, source and manage content for panda.org and other WWF public websites in line with communications and organisational priorities.
- Devise, develop and implement creative and multi-media content for special projects on panda.org and other WWF public websites especially global campaigns
- Create and implement online and social media engagement strategies and day to day activity in these areas
- Stay abreast of emerging and developing trends in online, digital and social media communications and identify opportunities to apply them to WWF's online presences.
- Advocate, encourage and support the use of the panda.org CMS.
- Regularly monitor and respond to user feedback and audience research to improve and enhance online content.
- Constantly work towards improving the performance and user experience of panda.org as measured against key metric & qualitative goals.
- Work closely with the Media Relations team, Conservation Communications Unit and other communications functions to ensure the best promotion, treatment and distribution of stories and features.

IV. Profile:

Required Qualifications

- Degree in communications, media, journalism, marketing or related subject
- At least three years' relevant professional experience

Required Skills and Competencies

- Proven track record working at an advanced level with: content management systems, image software (video and still), and main social media tools (Twitter, Facebook, etc)

- Proven success record in online communications
- Experience of dealing with online customers
- Experience of working in an international environment
- Project management and coordination skills & able to deliver multiple simultaneous projects
- Articulate, creative, passionate, flexible and tenacious
- Excellent written and spoken English – other languages an advantage
- Ability to work as part of a team in a multi-cultural environment.
- Interest in conservation and environmental issues.
- Adhere to WWF's values: Knowledgeable, Optimistic, Determined and Engaging.

V. Working Relationships:

- **Internal** - Online users, social network communities, supporter and activist groups.
Consultants & freelance contractors and contributors
- **External** - WWF-I Comms & Marketing Division staff, Network Communicators

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

Prepared by Supervisor: _____ Date: _____

Accepted by Departmental Director: _____ Date: _____

Accepted by Staff member: _____ Date: _____