



Public Relations and Marketing Vacancy

Purpose of the position:

The Endangered Wildlife Trust (EWT) is one of the largest biodiversity conservation NGOs in southern Africa. Its work is supported through the EWT's Communications and Marketing Department that represents the critical connection between the EWT and the outside world. The Communications department is the custodian of the EWT brand, the organisation's voice, both internally and externally and brings our broader strategy and culture to life.

This position forms part of the EWT's Communications team and focuses on developing, implementing, monitoring, and evaluating our public and media relations strategy, supporting the EWT's communication objectives, and maximising positive exposure in local, national, and international markets. The position also involves the management and strategic promotion of our social media platforms and website to increase our online presence and improve our marketing efforts.

The successful candidate should be an experienced public relations and marketing specialist with a keen eye for detail and proficiency in the following minimum requirements for this position:

Responsibilities and tasks:

- Manage and implement the EWT social media and marketing strategy, ensuring a strategic and holistic approach, incorporating input received from across the EWT:
 - Manage organisational tasks related to social media activities.
 - Ensure that EWT's social media presence is the best possible representation of the brand
 - Brand all images and footage that appears on EWT social media accounts
 - Contribute, conceptualise, and implement social media campaigns and day-to-day publishing of content. This includes:
 - Compile relevant material and content (written and visual) and distribute to organically reach the appropriate audiences on the appropriate channels.
 - Grow EWT's social media following and ensure meaningful engagement.
 - Respond to and/or coordinate responses to social media comments, queries, and requests in a prompt and professional manner.
 - Analyse social media statistics and compile reports showing results and relevant strategic recommendations.
 - Inform and engage EWT staff to support the organisation's social media activities.
- Implement and monitor specific, relevant media campaigns in line with the Conservation Strategy and in conjunction with the EWT Programmes.
- Develop relationships with key media personalities and social media influencers to promote the EWT and educate the public on issues relevant to the EWT's work, with a focus on penetrating new and emerging relevant demographic groups and audiences for the EWT.
- Perform all media liaison functions for the EWT (develop and distribute media releases, plan media events, manage media at EWT events and functions, and maintain an updated media database).
- Monitor and analyse EWT media presence and adjust communications to improve presence; as well as manage contracts with Meltwater and other media partners or providers.
- Provide support and guidance to EWT staff regarding interacting with the media.
- Assume overall responsibility for the marketing and promotion of EWT material, news, and publications to diverse audiences. This includes the development of radio and television advertisements, features, announcements, and campaigns.
- Increase the EWT's presence in advertising spaces, including but not limited to online, television, radio, print, and billboards, to expand reach and encourage support and donations.
- Maintain a schedule of donor communication and acknowledgement requirements and restrictions and ensure that donors are serviced and acknowledged accordingly.
- Manage the EWT's WildChat webinars, making every effort to increase viewership.
- Assist with the management and updating of the EWT's website.
- Assist with the management of EWT's GetWild eshop, ensuring regular marketing and desirable stock is available.
- Promote and maintain growth of the EWT mailing lists.
- Manage the EWT@EWT, Media@EWT, and Mwituu's mailboxes.

- Manage all internal communications including but not limited to the monthly staff newsletter.
- Coordinate the fundraising department's social and emailer calendar, ensuring promotions are coordinated appropriately. Ensure shopping for a cause, including all CRM.
- Ensure adherence to the departmental budget.

Qualifications and technical skills required:

- Qualification in PR, communications, marketing, or similar relevant field
- Proficiency in the full MS Office suite
- Previous work experience as a Public Relations and Marketing Specialist
- Experience with social media management
- Excellent writing, communication, presentation, and leadership skills
- Outstanding organizational and time management skills
- Aptitude in presentation and public speaking
- Experience in working on, and designing for, WordPress
- Marketing and advertising for digital and print
- Cross-platform campaign development
- Working closely with other members of the Communications team to ensure well rounded and cohesive campaigns and products.
- Emailers using Everlytics
- Understanding of GoogleAnalytics and targeted social media analytics

Interpersonal skills:

- Self-motivated, with strong people skills and an approachable manner
- Adaptable and flexible application of skills in the working environment
- Disciplined, innovative, and energetic
- The ability to work both independently and as part of a team
- Attention to detail
- Critical thinker and analytical problem solver

The Endangered Wildlife Trust is an equal opportunity employer. Applicants are requested to submit a CV and a detailed motivation as to how and why they would be the best possible candidate for the post. Applicants who have not been contacted within 10 days of the closing date must please assume that their applications were unsuccessful. The EWT reserves the right not to make an appointment. All applications will be treated in the strictest confidence. Closing date **2 November 2021**. To apply, please email your CV and a detailed motivation letter of why you are the best candidate for this position, plus contact details of at least three references to vacancies@ewt.org.za