COMMUNICATIONS COORDINATOR

Position: Communications Coordinator
Terms of employment: Full time and permanent
Reports to: Executive Director, UK
Location: Remote, based in the UK (able to travel to London one day per month)
Hours: 35 hours per week
Compensation: £26,000-£30,000
Application deadline: 21st June 2022

Animal Equality is an international animal protection organisation working with society, governments and companies to end cruelty to farmed animals. Animal Equality has offices in the United Kingdom, United States, Germany, Italy, Spain, Mexico, Brazil and India.

The Communications Coordinator will collaborate effectively with colleagues to ensure that all outgoing content – online and offline – aligns with Animal Equality’s organisational brand and values.

Responsible for working closely with the Marketing and Campaigns Departments, the Communications Coordinator will handle video production, website content creation, and day-to-day community engagement on Animal Equality UK’s social media platforms.

Through the use of coordinated, creative output, the Communications Coordinator will further the reach and impact of Animal Equality’s life-saving campaigns.

Primary responsibilities and duties:

● **Engage with online audiences**: build and captivate new audiences using a multi-channel approach. Tell the true stories of farmed animals to new and existing audiences, in an accessible, digestible way. Develop social media content that appeals to, and reflects, varying communities within society. Respond to supporter queries and comments on social media in a timely manner. Maintain a frequent content schedule and enable two-way engagement with supporters.

● **Produce video content**: with demonstrable experience as a video editor and strong storytelling skills, produce compelling videos to engage relevant stakeholders.

● **Act as a brand guardian**: support colleagues to develop written content for a range of platforms, online and offline, ensuring consistency and compliance with existing brand guidelines at all times.

● **Work with international colleagues**: work closely and cooperatively with individuals in other offices to adapt Animal Equality’s international content for a UK context.

● **Keep up-to-date with the latest news releases and trends**: develop relevant, topical content that creates momentum and captures the attention of the UK public. Identify trends and opportunities to reach a broader audience and encourage meaningful engagement.
- **Enhance awareness**: deliver content strategies that support growth, promote our brand effectively and increase awareness of the issues faced by farmed animals.
- **Support income generation**: with guidance from the Marketing Department, generate income and support philanthropic activities by implementing digital communication strategies to attract potential donors.
- **Manage website maintenance**: ensure that our website is kept up-to-date. Generate interesting written and visual content in the form of blogs, videos, infographics, petitions, campaign pages and more.
- **Track progress and impact**: strive to meet all objectives and key results set by your supervisor, measuring progress and adapting as needed. Track and analyse Animal Equality’s social media pages, producing regular reports and recommendations. Prioritise content that leads to measurable action.
- **Other**: perform any other duties assigned by your supervisor.

**Individual attributes required:**
- **Detail-oriented**: take a meticulous, methodical approach to oversee cross-platform communications and make sure that posts are accurate and error-free.
- **Creative**: demonstrate creative flair through the production of impactful and engaging videos and regular social media content.
- **Solutions-focused**: highly self-motivated and able to take initiative to solve problems, work swiftly and flexibly to share ongoing campaign activities, victories and relevant breaking news stories.
- **Exceptional organisation and time-management**: manage a varied, dynamic workload, meeting deadlines and working with minimal supervision.
- **Strong written skills**: with a journalistic and creative eye, produce high-quality, compelling content that captures the reader’s attention.
- **Cooperative**: work closely with colleagues across departments and offices to ensure that goals are met.
- **Self-motivated**: with a determined attitude and commitment to the cause, take initiative and work in a thoughtful, strategic way.

**Position Requirements:**
- Minimum of two years of related experience.
- Hands-on experience with varying social media platforms and scheduling tools such as Hootsuite, with a keen interest in digital trends and developments.
- Solid experience with digital technology and editing software (Adobe Premiere Pro preferred).
- Experience in creating motion graphics.
- Experience using Adobe Photoshop is preferred.
- Proven success in growing online communities, building brand awareness, engaging audiences and driving traffic.
- Working knowledge of Google Analytics, Wordpress, and SEO techniques such as keyword research.
- Outstanding written communication skills.
- Ability to maintain confidentiality.
- Thorough knowledge of farmed animal issues.
- Professional manner and adherence to a vegan diet.
- Commitment to the objectives of the organisation.
Salary and Benefits:
Salary band £26,000-£30,000, depending on experience. This is a remote working opportunity (UK-based candidates only).

Application Process:
The deadline for applications is 5pm UK time on Tuesday 21st June 2022. Initial informal telephone conversations will take place in late June. The interview process comprises a multi-stage interview and Skills Test. The appointment process will run throughout July 2021, with a view to Animal Equality UK making an offer to the successful candidate that same month.

Applications:
For informal enquiries please email us at careers@animalequality.org.uk or call our team on 0207 993 5348. Applications should be submitted online at https://animalequality.org.uk/jobs/

Applications should comprise a full curriculum vitae, an accompanying cover letter, and answers to the following questions:

1. Why do you want to work for Animal Equality?
2. What will you bring to Animal Equality?

Animal Equality is an equal opportunities employer; we welcome applications from all suitably qualified persons, regardless of their race, sex, disability, religion, sexual orientation, gender identity or expression, or age. We are especially keen to encourage applications from: individuals who are Black and/or of the global majority; people with disabilities; and lesbian, gay, bisexual and transgender people. We are also proud to be a Disability Confident Employer and we will endeavour to accommodate any reasonable adjustments that individuals may require throughout the application process.

Animal Equality is a registered charity (England and Wales), no. 1168309.