
Social Media Officer

Wilder Together is a project which is helping communities to demonstrate their love of nature by helping to create networks of wildlife habitat in the fight against fragmentation.

This campaign is our ambitious vision to create a network of wild places across gardens, patios, balconies and allotments. We are looking for 2000 households to pledge to make a part of their patch better for wildlife.

Diverse communities will take part in conservation activity and learn about living with nature.

Residents could come up with their own ideas or create Hedgehog highways in boundaries, bug hotels, new ponds, window boxes of flowers for pollinators, new apple trees etc.

You will undertake wildlife activities and create blog, Twitter, Facebook, YouTube and/or Instagram content from your activities. You will be passionate about conservation and wildlife and keen to support a wide range of people to participate in and share wild lifestyle activities from home, garden and beyond.

About the role:

We are seeking a motivated and energetic person to use their passion and creativity to encourage and support wildlife and well-being activity and stimulate small, grassroots action to save our biodiversity for future generations.

Activities may include:

- ⦿ Research and understand your target audiences and how to create content for them
- ⦿ Research industry-related topics on which to produce content
- ⦿ Conduct keyword research and optimise content
- ⦿ Research and share relevant content of other similar organisations
- ⦿ Research trending content on social media
- ⦿ Propose new, improved outreach ideas

The role is likely to require a day a week or more worked flexibly to suit your requirements.

About you

As a content creator for Wild Ideas, you will be flexible and imaginative in order to really bring this project to life. You should have a passion for nature conservation and perhaps some understanding of well-being in nature.

You will have good communication skills and the ability to use social media to inspire and motivate communities. You will reach out to the community through social and other media and direct networking, as well as creating blog/vlog and other social media posts.

What you can gain:

- ⦿ Improved communications, marketing and IT skills
- ⦿ Support to complete recognised Nature Connectedness training
- ⦿ Experience and skills for your CV
- ⦿ A dedicated manager
- ⦿ Opportunities to get involved in a wide range of conservation activity

This role is not intended to be legally binding or an employment contract

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This role will suit people who... are looking for a flexible role in which they can develop their marketing, engagement and conservation skills

Extra information

Where	Flexible: home-based
Time commitment	Flexible (2 hours a week or more)
Staff Contact	Debs Rylands, Programme Director debs.rylands@wild-ideas.org.uk 07786 444 816
Training/Resources	Task specific training will be provided as part of your role. You will also be invited to attend our committee meetings (via Zoom). Courses from our training organisation are available to the team at no cost.

For an informal chat, call Debs on 07786 444 816