Ol Pejeta Conservancy UK
Social Media Intern

About Ol Pejeta Conservancy
Ol Pejeta Conservancy is one of Kenya’s leading wildlife conservancies. It is the largest black rhino sanctuary in East and Central Africa, and home to the last two remaining northern white rhinos on the planet. It is the only place in Kenya to see chimpanzees, in a Sanctuary established to rehabilitate animals rescued from the black market. It has some of the highest predator densities in Kenya, and still manages a very successful livestock programme. Ol Pejeta also seeks to support the people living around its borders, to ensure wildlife conservation translates to better education, healthcare and infrastructure for the next generation of wildlife guardians. www.olpejetaconservancy.org

Role Description
Do you have a passion for social media and want to be part of a great cause? Do you want to gain meaningful experience and make great professional connections that you can use in your future career? Look no further, we have the perfect role for you.

We currently have an unpaid full-time role for someone available to start immediately, based in the UK and who wants to gain experience in Social Media. This is a unique opportunity to be part of an amazing cause and to help raise awareness about the plight of endangered species. This position will be for 4 months or until January 31, 2021.

You will be part of the fundraising and communications team and will assist to develop and implement outreach and promotional campaigns to boost brand engagement and increase revenue. The specific responsibilities include:

- Assist with the design and execution of social media campaigns.
- Working with the Digital Content Creator and Design Expert, assist in the curation, proofread and editing of content (vertical stories, videos, new items) for social media channels using the weekly and monthly social media calendar.
- Scheduling social media posts using ‘Later’ as a scheduling tool.
- Managing a budget to be spent on promoting social media posts and pay-per-click (PPC) advertising including Google Adverts via the Google for Non-Profit programme.
- Support the communications and fundraising team in producing stories for Instagram, Facebook, LinkedIn, YouTube and Twitter.
- Support social media analysis, in particular monitor and track social media engagement to identify high-performing ideas and campaigns for scalability.
- Support communications team in answering comments and queries on social media.
- Support communications team in putting together live and online events.

Qualifications & Skills
- Students pursuing BA/BSc preferred. MBA degree candidates are highly desirable.
- Strong knowledge in running social media campaigns and engagement on Facebook, Twitter, Instagram, etc..
• VERY strong writing skills with the ability to write engaging content for various audiences.
• Have a sense of humour, quick-wittiness, and seek creativity of thought when applicable.
• Strong understanding and interest in communication, wildlife conservation and/or environmental issues.
• Strong interest in social media and understanding of boosting online presence
• Demonstrated proficiency in Microsoft Office 365 (Excel, Word and PowerPoint) and Photoshop or equivalent design software.
• Proven ability to produce quality work accurately and consistently according to set deadlines.
• Practical experience of how to multi-task, prioritize and work independently.
• Ability to work from home using its own computer / software and have internet accessibility.
• Ability to work across different time zones if needed and flexible to support on weekends on rare occasions.

How to apply
Interested candidates should submit CV and a cover letter indicating the Position Title with two professional referees, and their contacts (both email and telephone) to Ol Pejeta Conservancy, Elodie Sampere, Voluntary Funding and Communications Specialist via e-mail: elodie.sampere@olpejetaconservancy.org

CLOSING DATE: October 15, 2020
Only shortlisted applicants will be contacted.