



**for a living planet®**

## Digital Engagement Manager

From its origins as a small group of committed wildlife enthusiasts, WWF has grown into one of the world's largest and most respected independent conservation organizations – supported by 5 million people and active in over 100 countries on five continents.

As part of our Global Marketing & Communications team, we are looking for a tenacious, creative and passionate Digital Engagement Manager. Your job will be to engage external audiences by producing, sourcing, managing and optimizing content on WWF's public websites and online channels including social media.

### Location:

**Gland, Switzerland OR Singapore**

### Main responsibilities:

#### External online and Social Media

- Produce, source and manage content for panda.org and other WWF public websites in line with communications and organizational priorities.
- Devise, develop and implement creative and multi-media content for special projects on panda.org and other WWF public websites.
- Create and implement online and social media engagement strategies.
- 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.
- Back-up support on OneWWF intranet site.

#### Digital Optimization

- Manage digital projects for WWF International, especially optimization including campaigns
- Work closely with the digital team to manage the online activity including multi variate testing of landing pages, testing and tracking of social media, development of supporter processes, troubleshooting. Suggest techniques to improve conversion rates of online supporters.
- Develop in conjunction with marketing communications, campaigns, supporter management and external agencies, methods of promoting the website and increasing online activity.
- Produce and send out email newsletters.
- Act as a bridge between Tech & Apps and Digital teams on implementing best practice technical solutions, including process optimization and user experience enhancements. Share these with the WWF Network as appropriate.
- Understand the global web strategy and work with WWF offices and WWF-International to reduce duplication.
- Work closely with colleagues from campaigns, fundraising and other divisions and offices to ensure that online activity meets their strategic objectives.
- Undertake any other duty as required by the line manager, head of digital, and marketing and communications directors.

### What you need:

#### Required Qualifications, Skills and Competencies

- Relevant advanced qualifications in communications, design, media, technical, or other related subjects
- Experience in a similar role in an international environment.
- Proven track record working with content management systems at an advanced level
- A couple of the following: XHTML, CSS, video editing and/or design (Photoshop) skills
- Proven success record in online communications
- Experience of dealing with online customers
- Project management and coordination skills, delivering multiple simultaneous projects

- Articulate, creative, passionate, flexible and tenacious
- Excellent written and spoken English – other language(s) an advantage
- Interest in conservation and environmental issues.
- Adhere to WWF's values: Knowledgeable, Optimistic, Determined and Engaging.

## How to apply?

Upload your covering letter and CV on [LinkedIn](#). *We will not accept applications without CV and covering letter.*

**Deadline for applications: 3<sup>rd</sup> December 2013** (Face-to-Face interviews aiming for the week of December 9<sup>th</sup>)

*WWF is an equal opportunity employer and committed to having a diverse workforce.*