



TERMS OF REFERENCE

ABOUT US

The Elephant Protection Initiative (EPI) is a unique alliance of 23 African countries determined to conserve their elephants whilst meeting the aspirations of their people.

EPI countries are home to most of Africa's remaining elephants, with common policies on elephant conservation. This includes committing to implementing the African Elephant Action Plan (AEAP), a blueprint to save the species agreed by all elephant range states in 2010; putting ivory stockpiles beyond economic use; closing domestic ivory markets; and maintaining the 1989 international ban on the ivory trade.

In 2020, the EPI Foundation (EPIF) adopted Vision 2030 in recognition of the growing challenge of human-elephant conflict (HEC), including a focus on supporting countries to prevent and mitigate this conflict. Vision 2030 focuses on the harmonious coexistence between people and elephants whilst continuing work to meet the objectives of the EPI declaration.

The EPIF is a small and innovative organisation that serves as the Secretariat to the EPI and its member states. The EPIF works directly with government ministries and wildlife authorities in partnership with NGOs, IGOs, and the private sector.

THE ROLE

Job Title

Digital Communications Manager.

Contract

Part-time, minimum 21 hours per week. Subject to a 3-month probationary period.

Location

This is a hybrid role. Candidates based in London, Nairobi, or Johannesburg are preferred but other locations will be considered.

Salary

£20,000.00 per annum – subject to experience. Expenses will be reimbursed in line with EPIF policies.

Objectives

The Digital Communications Manager will develop and execute digital marketing strategies that enhance the EPIF's online presence, drive engagement, and increase audience reach. This will include developing content as well as tracking and measuring performance of digital campaigns.

Reporting

Directly to the Head of Operations, with editorial guidance from the Senior Communications Advisor.



RESPONSIBILITIES & DELIVERABLES

The Digital Communications Manager will have responsibilities across five broad areas.

- **Website management:** this includes but is not limited to:
 - Managing and updating the EPIF's website to ensure accurate and up-to-date information is available to visitors.
 - Coordinating with colleagues at the EPIF to gather content and ensure it aligns with the organisation's messaging and objectives.
 - Optimising website content and structure for improved user experience and search engine visibility.
 - Monitoring website analytics and generating reports to identify areas for improvement and measure the effectiveness of digital initiatives.

- **Social media management:** this includes but is not limited to:
 - Developing and implementing a comprehensive social media strategy to increase the EPIF's online presence, following and engagement.
 - Creating and curating engaging content for social media platforms (e.g., Facebook, Twitter, Instagram, YouTube, and LinkedIn) that aligns with the organisation's mission and target audience.
 - Scheduling and publishing content across social media channels, ensuring consistency in tone, messaging, and branding.
 - Monitoring social media platforms, responding to inquiries and comments, and engaging with the online community.
 - Utilising social media analytics to track performance, identify trends, and adjust strategies accordingly.

- **Digital marketing campaigns:** this includes but is not limited to:
 - Planning and executing digital marketing campaigns to promote the EPIF's programs, events, and initiatives.
 - Collaborating with colleagues at the EPIF to develop compelling campaign concepts, content, and visuals.
 - Coordinating with graphic designers, copywriters, editors, and other stakeholders to produce high-quality digital marketing materials.
 - Monitoring and optimising campaign performance, analysing key metrics and adjusting strategies to maximize reach and impact.
 - Staying informed about emerging digital marketing trends and tools, and recommending innovative strategies to enhance the EPIF's digital presence.
 - Maintaining the EPI's video and photo libraries.

- **Branding and messaging:** this includes but is not limited to:
 - Ensuring consistency in branding and messaging across all digital platforms, aligning with the EPIF's mission, values, and target audience.
 - Developing and maintaining digital brand guidelines, ensuring that all website and social media content adheres to established standards.



- Providing guidance and support to colleagues at the EPIF in creating and optimising digital content.
- Working closely with the Senior Communications Advisor to align digital efforts with broader communications and marketing strategies.

The Digital Communications Manager will be expected to produce several deliverables, including but not limited to:

- Quarterly workplan which includes clear objectives and activities, together with successfully completed outputs and outcomes.
- Quarterly reports to the Head of Operations which will also align with the delivery of EPIF Board reports.
- Weekly workflows recording the hours and detail of activities undertaken that week (a minimum of 21 hours per week), submitted to the Head of Finance.
- Ad hoc reports on other activities - which outline the objectives, activities, outputs, outcomes, and next steps – including but not limited to meeting reports (both in-person and remote), summary reports on conferences attended, travel reports, etc.

SKILLS AND EXPERIENCE

Essential:

- Website and social media management experience.
- Proficiency with CMS, website analytics, and SEO.
- Strong social media strategy development and execution.
- Engaging content creation and digital storytelling skills.
- Familiarity with social media management tools and analytics platforms.
- Excellent written and verbal communication abilities.
- Knowledge of digital marketing principles and campaign analysis.
- Strong analytical skills for monitoring and optimising digital campaigns.
- Project management and coordination skills.
- Understanding of branding principles and messaging consistency.
- Familiarity with the non-profit sector and digital communications challenges.
- Familiarity with African politics and conservation politics.

Desirable:

- Graphic design and video editing proficiency.
- Knowledge of email marketing and campaign execution.
- Familiarity with online fundraising platforms.
- Experience with website personalisation (i.e. Wix) and marketing automation.
- Understanding of data privacy regulations.
- Crisis communications and online reputation management.
- French and/or Portuguese language proficiency.



As secretariat to the African-led Elephant Protection Initiative, the EPI Foundation strongly encourages Black, Indigenous and People of Colour to apply for all roles.

APPLICATIONS

Apply via email no later than 1700 BST on Friday 30 June 2023.

Interested candidates are to submit a CV (maximum two pages in PDF format) and a covering letter (maximum one page in PDF format) to info@elephantprotectioninitiative.org with the subject line: “Application – Digital Communications Manager”.

Applications that do not adhere to these requirements will be excluded from consideration. No late applications will be considered.