



**World Animal Protection** is a global animal welfare organization, working in over 50 countries around the world. Our vision is a world where animals live free from suffering. We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution. We are seeking a talented and collaborative individual to join our Communications team as a part-time temporary Digital Communications Associate.

Reporting to the Communications Coordinator, the Digital Communications Associate will play a key role in supporting the organization's digital marketing and communications plans.

**Please note:** This role is a 16-week student internship supported by a grant from Eco Canada, paying \$14 per hour. The successful applicant must be a post-secondary student and qualify to receive the grant: <https://www.eco.ca/employment-programs/student-placement/>

### **Main duties and Responsibilities**

- Helps execute World Animal Protection's digital and social media strategies
- Develops and executes social media community engagement strategies to help us build a movement of folks ready to act for animals
- Develops fresh and on-brand content for our digital channels with a focus on video and graphic content for social media
- Works with the digital staff to analyze, optimize and report on digital channel performance
- Participates in cross-collaborative team meetings
- Contributes to developing campaign approaches that include meaningful actions, changing people's behaviour, policy change, traditional media engagement, and fundraising
- Develops and executes creative digital engagement tactics for ongoing campaigns to end the global wildlife trade and reduce meat consumption (e.g. creative ways to share scientific data and repurpose content, innovative storytelling and education, utilizing social media features like stories or Reels)

### **Qualifications and experience**

- Experience in developing branded digital and social media content, ideally including videos (standard and Reels)
- Experience with social media strategy, digital content curation, and community management
- Interest in working for a mission-led, non-profit or NGO organization
- Knowledge of animal welfare issues and interest in improving the lives of animals around the world
- Collaborative and proactive team player with outstanding interpersonal skills
- Excellent communications skills, verbal and written, with the ability to be accurate and persuasive
- An eye for supporter/audience engagement, analysis, and testing
- Skilled in Microsoft Suite, Adobe Creative Suite, Canva, Typito
- Experience with Drupal or other CMS and email marketing systems considered an asset
- Fluent English speaking and written; French language skills considered an asset

**Applications will be accepted until the role is filled, or until December 20, 2020.**

Please send your resume, cover letter, and sample social media posts, including any videos, from your portfolio to [resumes@worldanimalprotection.ca](mailto:resumes@worldanimalprotection.ca). Please include **"Digital Communications Associate"** in the subject line. We thank all applicants for their interest, but only those chosen for an interview will be contacted.