



## Job vacancy

### Social Media Manager (32-40 hours)

Are you a seasoned social media professional passionate about using your skills to support large-scale nature recovery? Do you excel at managing diverse online communities, handling sensitive topics with care, and driving engagement through strategic communication? If so, we'd love for you to join our dynamic and innovative team at Rewilding Europe!

#### About Rewilding Europe

Europe is at the forefront of large-scale nature recovery across 10 (soon to be 15) landscapes across Europe. Our mission is to make Europe a wilder place. We have set ambitious targets for demonstrating large-scale rewilding on the ground. From these showcases, we aim to scale up rewilding all over Europe. With a fantastic and diverse team of experts and passionate colleagues from all over Europe (34 fte in the Central Team and around 100 fte in our Landscape Teams), we are committed to driving the rewilding movement forward for the benefit of nature and people.

#### Role

As our Social Media Manager, you will take ownership of our social media strategy, creating impactful stories that resonate with our audiences while aligning with Rewilding Europe's mission. Your role will be pivotal in building, nurturing, and managing our online communities, ensuring thoughtful engagement and addressing sensitive topics with the right tone. You'll work closely with our experts to communicate our rewilding efforts and vision clearly and effectively, fostering positive dialogue across platforms. Additionally, you will oversee email marketing initiatives, ensuring that we have strong outreach and engagement.

#### Positioning in the organisation

Reports to the Director Engagement and Public Relations. Collaborates closely with the Communications Managers and other members of our Engagement team.

#### Main responsibilities

- Lead and implement Rewilding Europe's social media strategy across multiple platforms, ensuring alignment with overall communication goals.
- Develop and execute organic (and potentially paid) social media campaigns on strategic topics, including partnerships and collaborations.
- Engage with our online community, including followers, partners, and other stakeholders, ensuring dynamic interaction and growth
- Monitor social media trends, advising on opportunities, risks, and adaptations to enhance our strategy

- Analyse social media performance through key metrics and web traffic analytics, adjusting strategy to improve engagement, reach and growth
- Oversee the creation of newsletters and manage email marketing campaigns to ensure targeted and effective outreach.

### Key qualifications

- Bachelor's degree in marketing, communications, or related field. Or a degree in conservation, ecology, or biology with proven experience in communications and social media management
- Proven experience (minimum of 3 years) in managing social media across multiple platforms (e.g., Instagram, Facebook, LinkedIn, YouTube), with a deep understanding of platform-specific trends and sensitivities.
- Expertise in community management, including navigating sensitive discussions, fostering respectful dialogue, and growing an engaged online community.
- Email marketing experience, including managing campaigns, audience segmentation, and analysis of performance metrics.
- Excellent writing and editing skills in English, capable of translating complex topics into compelling and engaging content.
- Familiarity with social media management tools (Loomly, Buffer, Hootsuite, etc.) and basic design tools (Canva or similar).
- Knowledge of WordPress and SEO is a plus.
- Proactive, detail-oriented, and collaborative, with the ability to work independently and as part of a diverse team to develop and align content.
- Good understanding of rewilding

### Remuneration

- Rewilding Europe is a professional and dynamic organisation with a friendly working culture. We offer competitive salaries, reflecting your background, expertise, level of experience, and country of residence.
- The position is graded in salary scale 7 with the salary structure of Rewilding Europe ranging from scale 4 to scale 11.
- This position can be remote or office-based in our Wild Quarters in Heilig Landstichting, the Netherlands
- Due to work visa restrictions, applicants must be citizens of a European Union member state/EEA or Swiss or UK citizens, or have the right to live and work in the EU.

### Information and procedure

We warmly invite applications from those who are available for 32-40 hours per week and meet the key qualifications outlined. If this aligns with your skills and availability, we would love to receive a motivational letter and CV in pdf **before 18 November 18.00 CET to HR@rewildingeuropa.com**. Please include **Social Media Manager** in the subject line. Any queries regarding this position should also be sent to this email address.

*We strive to ensure that our workforce reflects society and the international character of our organisation.*