Role title: Digital Content Manager (DCM)

Purpose: The DCM is responsible for the WSAVA’s work to become better known, understood, loved, and respected by the global companion animal veterinary community. They are responsible for the creation, delivery, and management of a variety of online and offline communication channels that support the WSAVA’s wider strategic goals.

Salary: For an informal and confidential discussion on the role, including salary expectations, please contact the WSAVA’s Executive Director, Richard Casey via richard.casey@wsava.org

Hours per Week: 40 hours per week

Contractual Arrangements: WSAVA people resources are provided by Kenes Association Management. The appointed candidate’s terms of contract will depend where in the world they are located. Kenes Association Management are only able to provide an employee / employer relationship in countries where they have an official entity*. If the successful candidate is based outside of those locations, the role is available on a self-employed contractor basis only**.

Location: Global – the WSAVA is an organisation with a global reach. We encourage applicants from all countries. Applicants from regions not currently represented in the WSAVA Secretariat are particularly encouraged (Asia, South America, Africa).

Closing Date: 10 December 2023

Responsibilities

1. Lead the development and implementation of a comprehensive digital content strategy that aligns with WSAVA’s goals and target audience.
2. Work closely with stakeholders from across WSAVA to produce high-quality online, offline, and print content, that drives community engagement and awareness.
3. Ensure that all content is well-researched, accurate, on brand, and optimized for search engine optimization (SEO).
4. Oversee the day-to-day management of WSAVA’s digital communication channels, including but not limited to the website, social media, and email newsletters.
5. Ensure that the content, design, functionality, and user experience of WSAVA’s digital channels meets the needs of our community as well as the strategic aims of WSAVA.

Person specification

Essential

- A qualification in a relevant field, such as advertising, journalism, marketing, media or communications, or the equivalent relevant work experience.
- Fluent in written and spoken English.
- Proven experience of translating organizational and marketing objectives into marketing activity (digital and offline) and appropriate tactics.
- Excellent writing, editing and proof-reading skills, with the ability to write concise and engaging digital and print copy in a range of styles.
6. Ensure the smooth running of digital channels, identify technical glitches or issues with the systems and work with the relevant stakeholders to ensure they are rectified in a timely manner.

7. Manage a bank of branded digital assets that can be used by WSAVA team members, partners, and member associations, to raise awareness of the association.

8. Act as brand ambassador for WSAVA, ensuring consistent use of tone, message, and branding across all our digital channels, website, and print materials ensuring they are engaging to WSAVA’s target audience.

9. Ensure WSAVA content is representative of the diversity of the global companion animal veterinary community.

10. Monitor, evaluate and communicate statistics and results from our digital work, including on the performance of the WSAVA’s digital channels using tools like Google Analytics.

11. Ensure that all WSAVA digital channels are delivered in compliance with all relevant data protection legislation and WSAVA policies and processes.

12. Undertake any other duties consistent with the role and assist with other areas of work as required.

- Strong digital design skills to produce visually appealing content for online, offline, and print.
- Experience in using graphic design software such as Canva or Adobe Creative Suite.
- Experience of using marketing platforms such as Google Analytics and Google Tag Manager. Social media tools such as Sprout Social or similar.
- Database management with experience using Mailchimp or similar email marketing platform.
- Experience managing a website content management system such as Word Press.
- Experience of setting campaign performance metrics, monitoring activity to enhance performance and feedback results into insights.
- Excellent interpersonal skills with the ability to communicate with a wide range of internal and external stakeholders.
- Understanding of data protection legislation, and experience of applying that knowledge within the workplace.
- Excellent Microsoft Office and IT skills, including expertise in Word, Excel, and PowerPoint.
- Highly organized, with the ability to priorities and meet deadlines.
- Able to travel internationally (up to four weeks per year).

Desirable:
- Fluent in Spanish.
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- Knowledge of the issues affecting WSAVA as a global not-for-profit association, and the matters affecting companion animal veterinary practice.
- Experience of communications work in a multilingual environment and with team members and stakeholders in different international locations.
- Experience of working within the veterinary industry.

*Countries where Kenes Association Management can provide an employee / employer relationship are Switzerland; Netherlands; Spain; Sofia; Israel; Germany; Singapore; Turkey.

**Those working on a self-employed, contractor basis are responsible for their own accounting and tax payments within the country they are based.*