

Social Media & Marketing Manager

Title: Social Media & Marketing Manager, WCS Conservation Enterprises

Location: Phnom Penh

Duration: 12 month, fixed duration Contract

Position Type: Full time

Background: Social media, digital marketing

This position is open to both National and International candidates

Background:

Wildlife Conservation Society (WCS) Cambodia has been working in Cambodia since 1999 in cooperation with the government to identify, protect and preserve the wildlife and wild places of Cambodia.

An important part of WCS' conservation strategy has been the development of Conservation enterprises. These have been developed to (a) improve livelihoods of communities living in all areas of conservation importance, particularly wildlife Sanctuaries but to link this to the protection of habitat and wildlife (b) to inspire and engage all Cambodians in Cambodian wildlife.

Two very successful models have been developed; [IBIS Rice](#) which links wildlife friendly rice consumers to wildlife friendly farmers and [Sam Veasna Conservation Tours](#) which is bringing ecotourism to remote communities linking economic opportunities to protection of critically endangered species.

About IBIS Rice

IBIS Rice was founded in 2009 with the objective to protect Cambodia's vulnerable ecosystem through a wildlife-friendly farming scheme that incentivized farmers to sustainably grow organic rice (involving a commitment to zero-poaching, zero-deforestation, and zero-chemical use) for a premium rate. Through its cooperation with Sansom Mlup Prey (SMP), IBIS Rice has grown into a working conservation-enterprise with a network of over 1,000 Wildlife-Friendly forest farmers actively protecting over 100,000 hectares of vulnerable forest and 50 endangered species in the Northern Plains of Cambodia.

About Sam Veasna Conservation Tours

Established in 2003 as the Sam Veasna Center for Wildlife Conservation, the Sam Veasna Conservation Tours runs birding and wildlife viewing trips with unique access to Wildlife Conservation Society sites across Cambodia. Its mission is to sustain Cambodia's wildlife and communities through ecotourism by providing alternative sustainable livelihoods for local communities at the sites that WCS prioritizes for conservation.

About Nam Et-Phou Louey Eco-tourism Tours

Established in 2009 by the Wildlife Conservation Society, NEPL runs the [The Nam Nern Night Safari](#) and [Wildlife Conservation Trekking Tours](#). The primary aims of the tourism model are to:

- Create additional income for local people which are linked to conservation
- Generate sustainable financing for protected area management
- Increase awareness among local people and visitors about the importance of wildlife conservation

About the Role:

IBIS Rice & The Sam Veasna Center are looking for a passionate, highly motivated and creative individual to lead their communications & marketing strategies. This is an exciting opportunity for a specialist looking to assist an award-winning, mission-driven and sustainable business model generating positive environmental and social impact. The work will largely focus on developing communications plans that effectively informs and promotes IBIS Rice & SVC's brand, products, mission, and impact as well as provide support to the NEPL brand as required.

You will be responsible for the development and implementation of the communications & marketing strategies that will help us raise our profile with key audiences while supporting our business goals. Reporting to and in coordination with the sales & operations teams, you will be responsible for delivering the following tasks:

IBIS Rice (70% effort)

- Develop comprehensive and measurable marketing strategy (with clear objectives, key messages, delivery tactics, content calendars and KPI's) that build brand awareness amongst conscious consumers and health enthusiasts.
- Planning and implementing marketing approaches which include targeting, segmentation, customer profiling, and data analysis.
- Devise and manage a content calendar that ensures consistent branding, messaging and targeting.
- Creating and/or overseeing content that includes blogs, video scripts, newsletter content, and social media content - ensuring brand consistency and engagement.
- Managing web and social media platforms (Facebook, Instagram, Twitter & Youtube) and supporting the team in handling customer queries and feedback.
- Designing and executing general brand awareness campaigns as well as specific sales-driven promotions.
- Measure, analyze and report on the effectiveness of overall communications and marketing campaigns, adapting plans as appropriate.

Sam Veasna Centre (25 effort%)

- Developing comprehensive and a measurable marketing strategy (with clear objectives, key messages, delivery tactics, and KPI's) that build brand awareness amongst wildlife enthusiasts.
- Plan and implement marketing approaches which include targeting, segmentation, customer profiling, and data analysis.
- Devise and manage a content calendar that ensures consistent branding, messaging and targeting.
- Create and/or oversee content that includes blogs, video scripts, newsletter content, and social media copy & imagery.
- Managing web and social media platforms (Facebook, Instagram, Twitter & Youtube) and supporting the team in handling customer queries and feedback.
- Converting site traffic through calls-to-action and lead-generation content (B2B & B2C).
- Measure, analyze and report on the effectiveness of overall communications and marketing campaigns, adapting plans as appropriate.

Nam Et-Phou Louey (5%)

Support the NEPL eco-tourism team in:

- Development of a comprehensive and measurable marketing strategy
- Planning and implementation of marketing approaches
- Converting site traffic through calls-to-action and lead-generation content (B2B & B2C).
- Measure, analyze and report on the effectiveness of overall communications and marketing campaigns, adapting plans as appropriate.

Required qualifications and experience:

- Master's degree in communications, marketing, business or similar
- Excellent interpersonal skills, with the ability to communicate fluently in English (both oral and written)
- Proven experience in the development and implementation of communications plans and marketing campaigns.
- Proven ability to manage and create engaging and inspiring content, with an eye for compelling visual material.
- Skilled project management skills with the ability to meet and multi-task deadlines.
- Excellent writing skills with an understanding of different language styles that appeal to various audience groups.
- Self-motivated and able to work with a high degree of autonomy.
- High level of IT competency, with experience working with social media, content management systems (CMS) and photo editing, design and video editing software and printing and production processes.
- Some Khmer language skills (verbal and written) and experience in translation would be an advantage.