



the Jane Goodall Institute

Career Opportunities

The Jane Goodall Institute is currently seeking applicants for the following position:

Position Title

Specialist, Community Engagement

Department

Communications

Reports To

Senior Director, Community Engagement

Location of Employment

Vienna, VA (Washington, DC Metro Area)

Position Summary

The community engagement specialist supports content curation and audience development across the Jane Goodall Institute's digital communications platform. They are specifically responsible for managing the creation and deployment of relevant content across the organization's main website (janegoodall.org), Good For All News (news.janegoodall.org), wikis, email and social media (primarily Facebook, Twitter and Instagram). In addition the specialist is responsible for understanding, engaging and growing the audiences that make use of each of these elements of the organization's digital platform. The specialist will also be responsible for monitoring the performance of the organization's content and relative engagement with it among JGI's audiences.

About JGI

Founded in 1977, the Jane Goodall Institute continues Dr. Goodall's pioneering research on chimpanzee behavior — research that transformed scientific perceptions of the relationship between humans and animals. Today, the Institute is a global leader in the effort to protect chimpanzees and their habitats. It also is widely recognized for establishing innovative community-centered conservation and development programs in Africa, and Jane Goodall's Roots & Shoots, the global environmental and humanitarian youth program, which has groups in more than 120 countries. For more information, please visit www.janegoodall.org.



Primary Responsibilities

Content curation

- Edit and publish (in some cases create) written and visual content on website, Good For All News, email and social media.
- Maintain organizational editorial calendar for deployment of content across digital platform.
- Manage the development of content required for strategic campaigns (year end, anniversaries, birthdays, UN days, etc ...)

Audience development and maintenance

- Maintain an understanding of JGI's core audiences and their interests through regular interactions, polls and surveys; deploying correspondingly relevant content to each audience.
- Actively engage with followers and fans on social media including publishing content, as well as responding to comments and direct messages.

Performance monitoring and evaluation

- Regularly record metrics that provide insight into the performance of the organization's overall digital platform (total mentions, share of voice, klout, etc ...) as well as platform specific metrics (website analytics, user behavior, open/click through rates, social media following)
- Prepare monthly reports and graphics to inform and visualize the performance and impact of JGI's content as well as audience engagement.

Duties

- Create and deploy content that is salient with the organization's audiences and is in alignment with strategic message platform.
- Abide by and uphold the organization's brand standards and guidelines through the use of both written and visual content deployed across all digital platform channels.
- Review, respond to and in certain cases moderate user generated content on all digital platform channels; primarily on Good For All News and social media.

Qualifications

- Three to five years of experience managing and maintaining organizational content and audience engagement.
- Bachelor's degree in communications, marketing or similar (other concentrations considered with relevant work experience). Graduate degree welcomed.
- Demonstrated success developing and deploying engaging content across multi-faceted digital platform
- Required experience/knowledge of WordPress content management system.
- Previous experience managing websites, blogs, email marketing systems, social media presence



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- Understanding of best practices in creation and deployment of Web content; especially blogs
- Experience with/capability of using Adobe Creative Suite including Photoshop and Illustrator
- Experience with Blackbaud Luminare Online or Convio preferred
- Experience with performance measurement tools for web traffic (Google Analytics), email open/click through rates, social media network analysis

Work Environment

The position will primarily be based in a corporate-like office environment with cubicles and desks. This position will require very little travel.

Non-Discriminatory Policy

JGI's commitment to equal employment opportunities and the value of diversity is an essential part of our business practices and principles. In order to provide equal employment and advancement opportunities to all individuals, employment decisions at JGI will be based on merit, qualifications, abilities and eligibility to work in the United States. JGI's employees are treated without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, physical and mental disability, marital status, veteran status, or any other characteristic protected by applicable state, local, and federal laws. This employment opportunity philosophy applies to all aspects of employment with JGI including recruiting, hiring, training, transfer, promotions, job assignments, benefits, compensation, discipline, dismissal, educational assistance, and social and recreational activities.

JGI complies with applicable state and local laws governing non-discrimination in employment in every location in which JGI has facilities. JGI will not tolerate discrimination or harassment based on race, color, religion, gender, sexual orientation, gender identity, national origin, age, physical and mental disability, marital status, veteran status, or any other characteristic protected by applicable state, local, and federal laws.

Application Instructions

Interested applicants can submit a cover letter, resume and short writing sample to careers@janegoodall.org. Please put the title of the position in the subject line of submission emails.

Contact

For questions you may contact Shawn Sweeney, senior director, community engagement via email at ssweeney@janegoodall.org. No phone calls please.