

Content Manager - Hanoi

Type: Fixed Term/Permanent

Status: Full Time

Deadline: July 31, 2015 (interviews from August 10, 2015. Skype interviews will be considered)

Company Name: Animals Asia

Contact Name: Steve Jackson, Head of Communications

Email: sjackson@animalsasia.org

Description:

This is an incredibly exciting post for the right candidate. As part of your duties you'll report live from bear rescues. You'll get to know the many moon bear characters at our sanctuaries in China and Vietnam. You'll turn stories of their rescue - from the abhorrent bear bile industry - into copy suitable for a range of publications from the New York Times to Buzzfeed.

Alongside our campaign to end bear bile farming you'll be providing content for our Dog and Cat Welfare programme and our Captive Animal Programme. That content might be in the shape of hard news, opinion pieces, tweets, memes, "listicles", movies, vines, photos and gifs. You'll need to be a great writer and an excellent editor too.

You'll always have one eye on the lookout for that viral image but in the meantime you're growing our influence every day with more content being shared onto more timelines.

The work has a great deal of flexibility so while you'd be expected to meet up with the international communications team in Hanoi as required two or three times a week. The rest of the time you can work from home or a coffee shop. You will be required to work from 8am to 5pm Monday to Friday but there is some room for personal flexibility as regards your own commitments. "Clocking on" in the morning is turning on Skype and you'll need to be constantly available during these hours.

It's likely your own background will be from any one of the following: journalism, communications, public relations or copy writing. We'll also consider those with a sizeable social media presence and following.

In short - you can turn facts into a news story inside 30 minutes but you're also prepared to spend five days in a hot truck on the road with a bear rescue team to get your story.

Responsibilities:

- Writing updates for Animals Asia's website
- Composing updates for Facebook and Twitter
- Editing movies, vines and photos for use
- Liaising with internal staff to source stories
- Liaising with staff for sign off of all updates
- Managing a schedule of stories to ensure constant updates

- Taking ownership of targets for shares, follower growth etc
- Liaising with marketing and fundraising to support campaigns
- Staying ahead of developments in communications - particularly social media.

Requirements

- Relevant university degree or equivalent experience
- Two to three years work relevant work experience
- Computer literacy
- Impeccable written and spoken English to "first language" standard
- Must be resident in Hanoi or be willing to relocate at own cost

Preferable:

- Experience editing basic movies - iMovie or equivalent.
- Experience using Vine, Instagram, YouTube, Flickr
- Experience managing a Facebook page and Twitter account
- Experience using website content management systems

Appointment is paid, full-time, five days a week with the possibility of some travel which may necessitate occasional weekend work.

The following items are included in your full-time contract

Paid holidays

How to apply

Interested parties please email your cover letter (stating the applied position) and CV to Animals Asia's international Head of Communications Steve Jackson -

sjackson@animalsasia.org.

Please also include any examples of your work that you think will benefit your application.

We are an equal opportunity employer and welcome applications from all qualified candidates. Personal data collected will be treated in strict confidence and used solely for recruitment purposes.