

Social Media Manager

{Enter organization name here}

Overview:

This volunteer position helps advance the communication efforts of the {Enter organization name here} via planning and executing a strategic communication plan throughout a variety of social media platforms and the {organization's name} website. The primary goal of the Social Media Manager is to promote opportunities for connection and celebration for members, stewards, and hikers. This will be a position with a two-year term and the opportunity to extend if mutually agreed upon.

Essential Duties and Responsibilities

- Draft content for multi-channel media including social media sites (which might include Facebook, X (formerly Twitter), Instagram, TikTok) and blogs.
- Monitor and serve as an administrator on social media platforms/postings.
- Work with organizational leaders to respond to inquiries that arrive via social media platforms.
- Write profiles and content for blogs and the {enter club name here} website.
- Communicate with members of the club to get photographs and stories to be shared.

Skills Required

- Excellent persuasive writing skills.
- Excellent organization and high level of attention to detail
- Excellent interpersonal communication skills
- Experience writing for social media and familiarity with social networking sites
- Familiarity and experience with trail work and conservation work is desirable
- Ability to problem-solve
- High degree of initiative, and an ability to work independently with minimal supervision and cooperatively as a team
- Desire to learn and contribute
- Ability to communicate with individuals by phone and email
- Working on the phone or computer for prolonged periods

Benefits

- Exposure to recreation resource management
- Opportunities to meet and learn from professionals in the field of conservation working in non-profits and federal agencies to manage the Appalachian Trail and other federal lands and trails
- Gain essential skills in conservation and communications/marketing management
- This position works remotely
- Schedule is flexible

Organization Mission:

{Enter your organization's mission here}