



SOCIAL MEDIA & CONTENT SPECIALIST

(PART-TIME; 15 HOURS/WEEKLY, 1099 Contract Position, \$20/hour DOE)

WILD's Social Media & Content Specialist is a driving force behind an international movement expanding awareness of the role large-scale wilderness plays in humanity's survival. Passion, strategic creativity, and an ability to anticipate and respond to the concerns of new audiences and constituencies are essential assets for this position.

DUTIES & RESPONSIBILITIES

- Monday through Friday daily postings on WILD Foundation's Facebook and Twitter
- Monday through Friday daily postings on Nature Needs Half's Facebook, Twitter, and Instagram
- Finding articles, videos, and content to share
- Coordinating pre-scheduled Instagram content with WILD's Instagram manager
- Coordinating with WILD team members on planned content and specifically requested sharable content
- Staying up to date on Facebook ad policies and restrictions and taking the proper steps to ensure that WILD's platforms are always verified for ad sharing
- Managing incoming comments, shares, inboxes, DMs
- Weekly organization of posts by content type, demographic, date, among other things
- Working with WILD's data manager to critically analyze the performance of posts
- Support our Donor Relations Manager steward existing donors a few times a year by preparing physical mailings
- Managing social posts and weekly basic content creation for one or two of WILD's specific projects

REQUIRED EXPERIENCE

- At least 1 year of consistent social media posting and management for a brand/organization/influencer
- Very comfortable navigating Facebook, Twitter, Instagram (front end AND back end)
- Strong communication skills
- Advanced copywriting capabilities
- Ability to properly manage critical and constructive comments in a professional and tactical manner
- Must have own laptop and access to social media platforms

EDUCATION

BA in Business and Marketing or Communications preferred, but hands-on experience is a more relevant factor

EXPERIENCE

1-2 years experience working for a brand required. Experience in conservation a plus!

WORKING CONDITIONS

The WILD Foundation is a small, committed, and ambitious organization protecting and restoring Earth's wild places by building and mobilizing an international wilderness community dedicated to the defense of a wild and healthy planet. Our nimble team is able to respond quickly to new opportunities and challenges, meaning that work can be fast-paced and multi-tasking is a necessity. Our headquarters is located in Boulder, Colorado.

CONTACT

Please email your CV or resume and letter of inquiry to info@wild.org with the subject line "Social Media & Content Specialist position" by no later than June 24, 2020. Be sure to mention where you heard about this conservation job opportunity!