



Social Media Specialist – IMMEDIATE OPENING

Join a highly experienced team restoring visionary land management and ecosystem services through on over 2-million acres. We are seeking a highly motivated and creative team member to join our network as a Part-Time Social Media Specialist. The ideal candidate will be responsible for managing our social media presence and engaging with our followers on various platforms, such as Facebook, Instagram, Twitter, and LinkedIn.

COMPENSATION:	\$25 hour with ~10/week
DEADLINE:	Open until filled
DURATION:	6 months with consideration of contract renewal
LOCATION:	Work Remotely with Virtual Meetings
APPLICATION:	Send an email with subject heading Social Media Specialist – [FULL NAME] Please include a LOI, CV, e-portfolio and 2 references to Caitlin@Snaplands.com

Responsibilities:

- ☐ Intimately understand SnapLands' mission, culture, clientele, target audiences, and marketing plan.
- ☐ Create and publish engaging content on all social media platforms, including but not limited to written posts, images, videos, and stories.
- ☐ Monitor and respond to comments, direct messages, and inquiries from our social media followers in a timely and professional manner.
- ☐ Develop and implement social media campaigns to promote our brand, products, and services.
- ☐ Weekly analyze and report on social media metrics to track the effectiveness of our social media efforts and make data-driven decisions to improve engagement and reach.
- ☐ Collaborate with our marketing team to align social media content with overall marketing strategies and initiatives.
- ☐ Stay up to date with social media trends, algorithm updates, and best practices to ensure our social media presence is always fresh and engaging.
- ☐ Uphold the highest code of ethics in managing the scientific records of the SnapLands' clientele, respecting local cultures, diverse peoples, and diverse lands both public and privately held. Abstain from any personal biases or prejudices to respect and improve the health of the Company, all Company constituents, and potential future constituents.

Requirements:

- ☐ Passion for generating engaging stories of the SnapLands team and client network
- ☐ Excellent at time organization, attention to details, and clear communication with a remote team
- ☐ Excellent English and written and verbal communication.
- ☐ Experience managing social media accounts for a brand or organization.
- ☐ Proficient at taking complex topics and content and efficiently synthesizing it into media posts on time
- ☐ Proficient in social media platforms, including but not limited to Facebook, Instagram, Twitter, and LinkedIn.
- ☐ Familiarity with social media management tools, such as Hootsuite, Sprout Social, Linktree, or Buffer.
- ☐ Knowledge of social media analytics and the ability to interpret data to drive decision-making.
- ☐ Creative thinking and a passion for creating engaging content.
- ☐ Availability to efficiently work during set, part-time hours, including some evenings and weekends.