

CAZCA Social Media Coordinator

About the Organization:

The Central Arizona Conservation Alliance (CAZCA) is collaborative conservation initiative of Desert Botanical Garden, which facilitates an active partnership of 30+ scientists, land managers, educators, community organizations, and conservation-based non-profits. CAZCA's mission is to catalyze and support a coordinated effort to sustain and grow a regional system of natural open spaces in Maricopa County. CAZCA works in four focal areas: 1) Research, 2) Restoration, 3) Outreach, and (4) Collaboration. We believe that we can only achieve landscape-scale conservation outcomes when we work together.

The primary focus of this position is assisting with the management of CAZCA's social media accounts and related marketing and outreach activities.

Location: Remote/Desert Botanical Garden

Time Commitment: Approximately 5-10 Hours Per Week depending on project needs

Position Description and Overview:

The Social Media Coordinator is responsible for writing, managing and curating CAZCA's social media accounts which include Instagram, Facebook and Twitter. As a Social Media Coordinator, you will be responsible for developing and implementing our Social Media strategy in order to increase our online presence and improve our marketing efforts. This will involve crafting content, curating discussive interactions with public audiences, and maintaining a professional, branded with consistent tone and presence across platforms.

They will be working under the supervision of the CAZCA Engagement Coordinator.

Responsibilities

The Social Media Coordinator may be asked to perform some or all of the following duties.

- Assist with the management and curation of our social media platforms
- Create engaging text, image and video content
- Work with CAZCA team to develop, implement and manage our social media strategy
- Track social media metrics and engagement
- Assist with maintaining the CAZCA website, and write blog posts about the program
- Work collaboratively with Desert Botanical Garden and other CAZCA partners occasionally to support marketing priorities

Experience & Skills

- Bachelor's Degree or 3-4 year relevant work experience in Social Media strongly preferred
- Excellent knowledge of Facebook, Twitter, Instagram, LinkedIn and other social media best practices
- Understanding of SEO and web traffic metrics

- Experience using scheduling software such as Hootsuite, Buffer, etc.
- Strong writing and copyediting skills
- Experience using Canva or other design tools strongly preferred
- Strong interpersonal, communication and relationship building skills
- Ability to work independently and as a member of a team

To apply for this volunteer opportunity **email your resume and a short cover letter about your interest in this volunteer position to** aquiroz@dbg.org.

This is a volunteer opportunity provided by VolunteerMatch.

Desired Skills and Experience

This position requires the following skills: Social media experience, Strong writing skills, Marketing, Verbal / Written Communication