

Job Description:

Social Media

This is a Volunteer Position - approximately 10 hours per month

We are looking for a Social Media guru to help us grow and engage our audience. We seek a unique approach to coordinating a team of writers to create original content aligned with our mission and message. Knowledge of engagement marketing campaigns optimized across social media platforms such as Twitter, Facebook, and Instagram is ideal.



RESPONSIBILITIES

- Maintain and expand Slo Climate Coalition's online communities, including creating content such as blog posts, photos and information-based graphics.
- Knowledge of network and organic marketing strategies.
- Enhance, grow and monitor our presence on digital channels.
- Implement and measure SLO Climate Coalition's digital strategy and global outreach campaigns for special events.
- Identify and develop creative opportunities to increase awareness of SLO Climate Coalition and its vision/mission/goals and projects.
- Provide guidance to coalition members on the use of social media
- Develop standards for social media and training material for our coalition.
- Create campaign specific and annual marketing budget reports for the leadership team to review.
- Monitor trends and guidelines on media platforms and keep our messaging in compliance.
- Work collaboratively with our business and community partners to leverage social networks to enhance our mission.
- Quantify results of social media marketing for the coalition.

SKILLS AND QUALIFICATIONS

- Excellent writing, editing and articulation skills
- Imaginative, creative and patient
- Connections with media outlets and personnel is a plus
- Excellent knowledge of social media tools and applications with a special focus on community building
- Advocates and promotes the vision, mission, and strategic goals of the SLO Climate Coalition
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

Our ideal candidate would be an excellent communicator, a connector, have an available and flexible schedule, be a self-manager, and have basic knowledge of climate change and climate action practices.

Applications can be submitted by going to: <https://forms.gle/sTVxy7QZuwygVWAC8>

Our Vision and Mission:

The SLO Climate Coalition is a community organization committed to creating a vibrant, just, and climate-resilient Central Coast. Its mission is to bring together community expertise, creativity, and resources to champion high impact regional climate solutions that inspire other communities to do the same.

For more information about the SLO Climate Coalition please visit our website at <https://carbonfreeslo.org/>