

## **SOCIAL MEDIA COORDINATOR AND CONTENT CREATOR at Ojai Turtle Conservancy**

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### **Description:**

The Turtle Conservancy is looking for a social media and creative content superstar to join our team! The successful candidate will have a love and respect for all things turtle and be able to take our existing program to the next level. The Social Media Coordinator will be responsible for social media from day-to-day tasks to big-picture strategic planning and analysis. We expect the Social Media Coordinator to be up-to-date with the latest social media platforms and trends. Our Social Media Coordinator will have a mastery level of Instagram, Facebook, and YouTube in addition to having the ability and capacity to expand our presence to other platforms such as TikTok. Ultimately the Social Media Coordinator will be responsible for handling our social media presence providing high levels of traffic, and customer engagement which will result in increased membership.

The position is part-time, with flexible hours. Approximately 20 hours a week depending on demand, seasonality, etc.

### **General Duties:**

- Day-to-Day upkeep for Turtle Conservancy's social media platform/channels including:
- Post curation, scheduling and execution including image selection and caption writing
- Monitoring, interacting and responding to questions and comments on various social media channels
- Research content data and work with other team members to ensure posts are accurate and on point
- Perform research on current social trends and audience preferences
- Update social media accounts' design and content with current products (cover photos etc.)
- Work together with our creative team to manage visual assets
- Collaborate with internal resources on new content creation for existing programs
- Participate in planning and strategy:
- Record and track analytics for all social channels
- Use analytics to draft a strategy, and adjust as necessary, for best results to achieve higher follower growth and customer engagement
- Suggest and implement new features to increase conservation awareness
- Report and present findings at weekly meetings
- Establish and maintain a budget for content creation
- Experience coordinating and managing social media channels for a non profit would be ideal and writing social captions optimized for maximum engagement with our audience.
- Ability to generate fun, engaging, creative and audience-appropriate content (text, image and video)

- Excellent copywriting skills
- Superior time management skills and organizational abilities
- Proven work experience as a Social Media Coordinator
- Hands on experience in content management
- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication skills
- Analytical and multitasking skills
- Degree in Marketing or relevant field

### **Important Details**

Location: Ojai, CA

Position Type: Part Time

Hourly rate of \$18 - \$25 based on experience

This is a part time position approximately 20 hours per week

### **How to Apply**

Please send cover letter and CV to [jobs@turtleconservancy.org](mailto:jobs@turtleconservancy.org)