**Job Opening**

**Position:** P/T Social Media Assistant

**Job Description:** Project Coyote is seeking a part-time Social Media Assistant (SMA) to help create, launch and publish compelling content throughout our various social channels such as TikTok, Instagram, Facebook, Twitter, LinkedIn, and YouTube. The SMA’s responsibilities include creating and promoting our content on social media to reach target audiences and building community on our online platforms by delivering both useful and appealing online information about our organization and our campaigns.

The SMA will report to the Operations and Outreach Manager, and work closely with the Executive Director, program staff, consultants, volunteers and advisors. This is an exciting opportunity to join a highly effective organization during a time of strategic expansion.

**Responsibilities:**
- Create and post content (from social media posts to media kits for volunteers) as indicated by the monthly content calendar to promote campaigns and initiatives.
- Create and edit reels and video content for social media channels.
- Find content to share, brainstorm content to create, and curate a content calendar.
- Respond to questions, comments, messages, and other forms of engagement on social media platforms.
- Research and curate new inspiration imagery and videos for fresh content on a weekly basis.
- Assist in outreach to influencers and help with ideas for influencer marketing.
- Work with leadership on a comprehensive social media strategy across social platforms, and coordinate campaign ideas to grow organic reach and better leverage existing reach.
- Create reports for analytics and key performance indicators on a monthly basis.

**Skills, Qualifications & Experience:**
- Demonstrable work across social media platforms including Facebook, Twitter, TikTok, YouTube and Instagram, and with publishing tools such as Hootsuite and Canva.
- Excellent writing/editing and verbal communication skills; comfortable translating complex concepts into brief, understandable, and compelling copy.
- Experience creating and hosting short-form videos (read: a TikTok channel that slaps).
- Comfortable working with Google Suite.
- General knowledge of social media site algorithms, Search Engine Optimization, and internet ranking for web content.
- Entry-level understanding of marketing strategy and how to use communications strategy and concepts throughout various forms of outreach.
- Organized, efficient, and able to work flexibly while juggling multiple priorities on deadline.
- Proven ability to work both independently and in a collaborative environment.
Skills, Qualifications & Experience, continued:
- Knowledge of, or experience in, conservation, environmentalism, or related fields.
- Passion and dedication to the mission and goals of Project Coyote
- Willing to share a portfolio of past projects and/or complete an assessment showcasing social video creation capabilities.
- Experience or knowledge of paid advertising is an added bonus.

Compensation: 15 hours per week @ $18-20/hour, DOE

Location: Remote

Start date: As soon as possible; please provide availability.

Reports to: Mandy Culbertson, Operations and Outreach Manager, Project Coyote

To apply: Please send a letter of interest, resume, and two examples of your work by email to: info@projectcoyote.org. Please include “Social Media Assistant” in the subject line.

About Project Coyote: Project Coyote promotes compassionate conservation and coexistence between humans and wildlife through education, science and advocacy. Read more here.

For inquiries: Please contact info@projectcoyote.org.