

Communications: Social Media Specialist

Bay Area Climbers Coalition

Bay Area Climbers Coalition Mission Statement:

The Bay Area Climbers Coalition is a volunteer-run 501(c)(3) non-profit organization focused on preserving access to local outdoor areas by actively fostering positive relationships with land managers, hosting stewardship events, and providing educational programming for the climbing community.

Position Summary:

The Social Media Specialist supports the Communications Director as the primary voice of the Coalition, communicating with the climbing community and general public. The ideal candidate will bring professional-level social media management, content development and customer service skills to this highly visible role. The Social Media Specialist will be responsible for regularly posting to and monitoring the Coalition's social media channels, including Facebook, Instagram and Twitter, to share information, promote events, grow the coalition's audience and generally spread the stoke.

Key Responsibilities and Duties:

- Post to coalition social channels to promote Adopt-A-Crags, community events, stewardship initiatives and other events and issues
- Monitor the BACC's social channels on a regular basis and respond to incoming questions, comments, complaints, and feedback professionally and promptly
- Monitor relevant 3rd party social channels¹ on a regular basis to identify content relevant to the BACC and take appropriate action (reshare content, alert relevant board members, etc.)
- Generate and curate new, creative content ideas
- Grow and track engagement across key social channels
- Work with coalition photographer(s) to generate and share photos that showcase BACC's impact
- Work with other communications specialists (email, web, etc) to ensure content is consistent across multiple platforms
- Responsibilities may and are determined in conjunction with the Communications Director and the board according to your skills, coalition needs, and your goals

Qualifications:

- Familiarity with paid social media ad campaigns and audience targeting
- Experience creating and managing Facebook events
- Amazing writing skills, good grammar, and attention to detail
- Familiarity with managing social media contests and giveaways
- Immersed in relevant social media communities related to outdoor recreation, professional climbing, environmental stewardship and advocacy, and beyond

¹ For example: the Access Fund, local land managers, neighboring LCO's; intersectional organizations (Brown Girls Climb, Queer Crush, Brown Ascenders, BORP, etc.); and partner organizations (gym & climbing retail chains, etc.)

- Self-starter who can manage time effectively to complete projects efficiently, with or without a deadline
- Alignment with the mission of the Bay Area Climbers Coalition

Time Commitment:

- 1 year commitment to position
- A consistent commitment of 2 to 7 hours per week is expected
- Attendance at monthly board meetings (~2 hours per month) is encouraged