

Communications: Social Media Manager

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 Manager supports the Social Media Specialist by increasing online awareness of BACC's efforts. The ideal candidate will bring professional-level social media management and customer service skills to this highly visible role. The Social Media Manager is responsible for regularly posting and monitoring the Coalition's various social media platforms to share information, promote events, grow the Coalition's audience, and overall spread the stoke! They are crucial in promoting BACC and building solid relationships within the climbing and outdoor community.

Key Responsibilities and Duties:

- Create, curate, and manage published content (e.g., original text, photos, videos, and news) in collaboration with the Social Media Specialist to promote BACC events, stewardship initiatives, and other topics.
- Engage with followers promptly and professionally, respond to questions in a timely manner, and monitor comments.
- Monitor relevant 3rd party Social Channels regularly to identify content relevant to the BACC and take appropriate action (reshare content, alert relevant board members, etc.).
- Analyze and report on the success of social media campaigns in collaboration with other Communication Specialists (social, web, email).
- Stay up to date with current technologies and trends in social media, design tools, and applications
- Responsibilities may vary and are determined by the Communications Director and the board according to your skills, the Coalition's needs, and goals.

Qualifications:

- Excellent communication and interpersonal skills
- Good project management skills
- Knowledge of social media platforms (such as Facebook, Twitter, Instagram, etc.)
- Analytical and detail-oriented mindset
- Ability to multitask and work in a fast-paced environment
- Immersed in relevant social media communities related to outdoor recreation, professional climbing, environmental stewardship, advocacy, and beyond.
- Alignment with the mission of the Bay Area Climbers Coalition.

Time Commitment:

- One-year commitment to the position
- A consistent commitment of 2 to 4 hours per week is expected
- Must check coalition email and Slack channels at least 2x per week
- Attendance at monthly board meetings (~2 hours per month) is encouraged