



**Position:** Social Media Coordinator

**Reporting to:** Content Manager

**Status:** Non-Exempt

### **Background**

Based in Boulder, CO, Protect Our Winters (POW) is a nonprofit that works against climate change by helping passionate outdoor people protect the places and lifestyles they love from climate change. Founded by pro snowboarder Jeremy Jones in 2007, we are a community of athletes, scientists, creatives, and business leaders advancing non-partisan policies that protect our world today and for future generations.

### **The Opportunity**

Protect Our Winters is seeking a Social Media Coordinator to execute all visual and written communications through our social media platforms. As Social Media Coordinator, you will be an integral member of our communications team, and crucial to crafting our audience's perception of the POW brand. To be successful in this role, you should be an experienced communicator who can juggle the tactical execution, operations and analytics of social media, while authentically capturing the vibe of the outdoor community in your messaging.

In this role you will work to implement the organization's marketing strategy by overseeing all aspects of how POW shows up on our social channels. With an emphasis on top-of-class written and visual communications, you will weave creative messaging and visually inspiring content to reach new audiences, convert them to followers and engage them in action.

In addition to crafting your own creative content, by sourcing material from our content team and Athlete and Creative Alliances, you'll ensure a steady pipeline of content to fill our content calendar. Your creative and data-driven efforts will support POW's evergreen initiatives, campaign-specific activations and membership-building goals.

As the ideal candidate, you are an outdoor enthusiast who is fueled by a passion for protecting our outdoor places, you are both creative and highly organized and you are a self-starter with strong initiative and able to juggle multiple tasks in a fast-paced environment.

### **Description of Responsibilities**

- Leverage and help to grow POW's brand by crafting content that reinforces the idea that it is cool to care about climate change
- Create engaging and inspirational content that follows platform best-practices and is optimized for growing the organization's reach
- Work closely with the Content Manager and video team to build video content that is optimized to platform best practices

- Brief Graphic Design contractor on the creation of unique assets that support storytelling objectives
- Maintain an integrated content calendar to ensure that social content follows strategic messaging structure
- Follow the latest trends and test their performance to recommend the adoption of new creative tactics
- Listen to and engage with social communities making the POW social platform interactive, inclusive and approachable
- Track and analyze social media KPIs to ensure social activity is optimized to our goals and in line with latest trends
- Engage in social conversion beyond POW's network to increase brand awareness and build a personal connection with the audiences

### **Ideal Candidates Will Possess**

- 2+ years experience in social media management, at an agency, brand, publication, or nonprofit or a strong personal portfolio to highlight your social media acumen
- Demonstrated experience managing the day-to-day operation of Instagram, YouTube, Facebook, Twitter, LinkedIn and other social media channels
- Deep understanding of how to drive engagement and conversion on relevant social channels
- Bachelor's degree in marketing, communications, or related field preferred
- Working knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Experience with Trello, Basecamp, Asana or other project management software
- Strong understanding of the intersection of paid and organic in digital as a function of marketing strategies
- Excellent written communication skills
- Experience within the climate change arena preferred
- Positive attitude and passion for the outdoors
- Ability to manage multiple projects with guidance in a fast-paced environment
- Comfortable working with remote colleagues through virtual tools
- Enjoy developing strong relationships with community and partners

### **Physical demands and work environment**

Must operate within the context of established objectives. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk, hear, and see. The employee frequently is required to sit, stand, walk, use hands and fingers to handle or feel, and reach with hands and arms.

### **Location**

The position is located in Boulder, Colorado with remote work potential for candidates that reside in the states in which POW employs: Arizona, Colorado, Maine, Massachusetts, Michigan, Montana, New Hampshire, Nevada, North Carolina, Oregon, Utah, and Washington. Additionally, POW may consider candidates residing in Wisconsin and Vermont.

Unfortunately, POW is not able to accommodate candidates residing in other states at this time.

**Application**

Applications must be submitted by October 31, 2021

To apply, please send your resume and cover letter to [work@protectourwinters.org](mailto:work@protectourwinters.org) with 'Social Media Coordinator' in the subject line.

Salary commensurate with experience, with a pay range of \$50,000- \$55,000. Protect Our Winters offers a generous benefits package including employer-paid healthcare, vision, and dental benefits as well as a retirement match. Additionally, POW offers sick and holiday time, above industry average paid time off and a family-friendly, flexible work environment.

At POW, we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, national origin, age, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law. POW believes that building diversity is critical to the success of a global organization. We seek to recruit, develop, and retain the most talented people from a diverse candidate pool.