Position: Social Media Manager
Location: Bend, OR or remote work potential for candidates near Boulder, CO; Carbondale, CO; or Burlington, VT.
Reporting to: Digital Director
Status: Exempt

Background
Protect Our Winters (POW) is a 501(c)(3) nonprofit that helps passionate outdoor people protect the places we live and experiences we love from climate change. Founded by pro snowboarder Jeremy Jones in 2007, POW works against climate change by turning passionate outdoor people into effective climate advocates. 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 Manager to align and execute written and visual communications through our social media platforms. As Social Media Manager, you will be an integral member of our Marketing and Communications team and crucial to up-leveling POW’s inspirational and trusted brand for existing loyalists and future climate advocates. To be successful in this role, you should be an experienced written and visual communicator who can manage both the daily operations and strategy of socials, as well as partnering with our Athlete, Creative and Science Alliances to expand our reach and impact.

In this role you will be implementing the organization's marketing strategy on social media and overseeing all aspects of how POW shows up on social channels including the brand’s voice, look and community engagement. You will craft and source language and visually inspiring graphics to engage the POW community in action and reach new audiences.

In partnership with all departments within POW, you will help build out content calendars to ensure a steady pipeline of organic posts for our channels and will work on both evergreen social initiatives, as well as building out campaign-specific social activations that align to larger organization priorities.

As the ideal candidate, you are fueled by a passion for protecting the outdoors. You are highly organized, able to juggle multiple tasks, manage your own workload, have the capacity to manage volatile socials and take initiative and personal responsibility for all assignments.

Description of Responsibilities

- Social Media Management
  - Plan, schedule and post across all of POW’s social media platforms.
  - Community management, including responding to comments, DMs, etc.
  - Copywriting across all social platforms with a strong voice that inspires the POW audience.
  - Curate and create brand-consistent graphic visual assets that support the strategic message. Select images to align with strong copywriting.
● Support the organization and additions to the communications calendar to ensure that social content follows strategic messaging structure and aligns with other company wide campaigns.
● Help to identify key influencers, celebrities, and partners and assist in the implementation of initiatives to leverage influencers to expand influence, affinity and authority of POW’s brand.
● Listen to and engage with our communities making the POW social platform interactive, inclusive, and approachable.
● Assist the Digital Director in tracking and analyzing social media analytics and metrics.
● Assist the Digital Director with paid social media campaigns when needed.
● Follow and understand mainstream social media trends and how to respond to them.
● Participate and travel to in person staff meetups and events throughout the year.
● Assist Sr. Content Manager in content/asset organization and management as needed.

**Ideal Candidates Will Possess**

- 2+ years experience in social media management.
- 3+ years experience in marketing or creative agency work.
- Demonstrated experience managing the day-to-day operation of a brand’s Facebook, Instagram, LinkedIn, YouTube and other social media channels.
- Deep understanding of how to drive engagement and conversion with all relevant social channels.
- Bachelor’s degree in graphic design, marketing, communications, or related field preferred.
- Demonstrated expertise in visual identity and motion graphic design as well as art and illustration in digital design.
- Expert working knowledge of Adobe Creative Suite (Premiere, Photoshop, Illustrator).
- Experience with Trello, Slack or other project management software.
- Understand the intersection of paid and organic in digital as a function of marketing strategies.
- Excellent written communication skills. Ability to write social media captions based on long form content and distill down to cater to each individual platform and audience.
- Experience with the climate movement, non profits, and/or politics preferred.
- Passion for the outdoors.
- Ability to manage multiple projects with limited direction in a fast-paced environment.
- Comfortable working with remote colleagues through virtual tools.
- Ability to develop strong relationships with community and partners.
- Experience working in action sports and with professional athletes and stakeholders strongly preferred.
- Strong desire to promote DEI inside and outside of the organization. Learn more here: https://protectourwinters.org/dei/

*Note: This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job.*
Location
POW is based in Boulder, Colorado with remote work potential for candidates that reside in the states in which POW has hubs: Bend, OR or remote work potential for candidates near Boulder, CO; Carbondale, CO; or Burlington, VT. Candidate preference for this position would be for Bend, Oregon but we are open to all the above hubs listed. Unfortunately, POW is not able to accommodate candidates residing in other states at this time.

Application
Applications must be submitted by Monday, May 27, 2024.

Please submit a resume, portfolio (or 3-4 work examples) as well as no more than 500 words addressing the question “Why is climate advocacy important to you?” Please send all application materials in one email to work@protectourwinters.org with ‘Social Media Manager’ in the subject line.

Salary commensurate with experience, with a pay range of $65,000 - $75,000. Protect Our Winters offers a generous benefits package including employer paid healthcare, vision, and dental benefits (100% premiums paid, employee only) 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.

If you meet more than 75% of the qualifications of this description, we encourage you to submit an application.

Transparent Hiring Process
To ensure an equitable hiring process, please note that we do not meet with applicants outside of our formal interview process. Top qualified applicants will be asked to participate in an initial 30 - 45 minute video (via zoom) interview and, if selected, a subsequent 1 hour video (via zoom) interview. Finalists will be asked to submit a short assignment for which time will be compensated and then one final 30 minute interview. We aim to move efficiently and remain highly communicative throughout this process, with a goal of extending a formal offer by July 1, 2024.