

Job description

Position: Social Media Specialist - General Marketing (volunteer)

Location: Remote

Time Commitment: 2-3 hours per week (flexible schedule)

Reports to: Marketing Manager

About NALZS:

North Alabama Zoological Society (NALZS) is a nonprofit organization dedicated to bringing a zoo and aquarium to the Greater Huntsville Alabama area. As we strive to create an exceptional zoo and aquarium, our nonprofit's mission is to foster connections between the communities and visitors of North Alabama with the wonders of the world's natural habitats and wildlife. We aim to set a standard of excellence in conservation, research, action, and education of wildlife, all while inspiring a brighter future for generations to come.

Job Summary:

Are you an adept social media wizard with a profound appreciation for wildlife conservation? Do you possess the ability to captivate and engage audiences through compelling digital content? If so, we have an exciting opportunity for you to join our team at the esteemed North Alabama Zoological Society.

In the role of Social Media Specialist, you will utilize your expertise across various social media platforms and email marketing to enhance our organization's online presence. Your primary objective is to curate, create, and communicate content that not only entertains but also educates our audience. In addition, you will play a pivotal role in cultivating a dedicated community of animal enthusiasts and conservation advocates.

Responsibilities:

1. Content Creation: Develop engaging, informative, and entertaining content to captivate our audience and highlight the remarkable creatures we care about. From fascinating animal facts to heartwarming images, your content will leave our audience eager for more.
2. Strategic Hashtag Utilization: Master of the art of leveraging hashtags strategically to expand our reach, enhance engagement, and connect with relevant communities, ultimately increasing our online visibility.
3. Trend Analysis: Stay abreast of trending topics and skillfully incorporate them into our animal-focused content, ensuring resonance and appeal to our target audience.
4. Community Engagement: Foster a vibrant online community by actively engaging with followers, addressing their comments and inquiries, and sparking dynamic conversations on topics related to wildlife conservation.
5. Content Development: Craft compelling blog posts, articles, and features that showcase our mission and the significance of conservation efforts.
6. Campaign Collaboration: Work closely with the marketing team to conceive and execute social media campaigns, contests, and fundraisers that align with our mission and garner support.
7. Analytics Proficiency: Monitor, analyze, and interpret social media metrics to evaluate the effectiveness of our strategies. Make data-driven adjustments to continuously enhance engagement and impact.

Qualifications:

- A deep love for wildlife and a burning desire to contribute to their conservation.
- Exceptional written communication skills, with a knack for crafting witty and engaging tweets.
- A keen eye for trending topics and the ability to stay on top of the latest social media trends.
- Adept at community management, with the ability to foster meaningful interactions and build a loyal following.

- Proficient in analytics tools to measure and interpret social media metrics.

Are you ready to unleash your social media superpowers and make a difference in the world of wildlife conservation? Join our team today and be part of something truly wild!

Note: This is a volunteer position and does not offer financial compensation. However, it presents a unique opportunity to contribute to the establishment of a zoo and aquarium in the Greater Huntsville Alabama area and make a lasting impact on the community. It isn't very often that one gets to help build a brand-new zoo from scratch.

Thank you for your interest in joining the North Alabama Zoological Society (NALZS) Family and helping us create an exceptional zoological experience for our community.