

## Job description

**Position:** Social Media Specialist - LinkedIn 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 a social media maven with a passion for all things wild and wonderful? We're seeking an energetic and creative LinkedIn Lively Ambassador to join our nonprofit zoological society and spread the magic of the animal kingdom to the digital world!

As our LinkedIn Lively Ambassador, you will be the voice and virtual face of our organization on the world's largest professional networking platform. Your mission? To captivate, educate, and inspire our LinkedIn community while showcasing the incredible work we do to protect and conserve wildlife.

### Responsibilities:

1. *Social Safari Guide*: Take charge of our LinkedIn presence by crafting engaging and informative posts, articles, and multimedia content that will delight and

captivate our audience. Bring the zoo to life with vivid descriptions, captivating images, and intriguing animal facts.

2. *Wildlife Whisperer*: Actively engage with our LinkedIn followers by responding to comments, messages, and inquiries with charm, professionalism, and a touch of zoological expertise. Build meaningful connections and foster a sense of community among our followers.
3. *Trend Tracker*: Keep your finger on the pulse of the latest LinkedIn trends, updates, and best practices. Discover new and exciting ways to amplify our content, expand our reach, and stay ahead of the digital curve.
4. *Campaign Commander*: Collaborate with our marketing team to plan and execute captivating social media campaigns that align with our organizational goals. Help us spread the message of conservation, education, and the beauty of the animal kingdom to a wider audience.
5. *Analytics Explorer*: Monitor and analyze the performance of our LinkedIn content using relevant tools and metrics. Use your data-driven insights to optimize our social media strategy, increase engagement, and achieve measurable growth.

### **Qualifications:**

- A genuine passion for wildlife and conservation.
- Proven experience in managing LinkedIn accounts, ideally in a nonprofit or animal-related field.
- Exceptional writing skills with a knack for storytelling.
- A creative eye for designing visually compelling posts and multimedia content.
- Proficiency in social media analytics tools and a data-driven mindset.
- Strong interpersonal skills and the ability to engage and connect with diverse audiences.
- A collaborative and team-oriented approach to work.

Are you ready to unleash your social media superpowers and make a difference in the world of wildlife conservation? Join our LinkedIn Lively Ambassador 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.