

## **Job description**

**Position:** Social Media Specialist - Twitter 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 the animal kingdom? Do you have a knack for captivating an audience with your 280-character charm? If so, we have the perfect job for you as a Twitter Social Media Specialist at our esteemed North Alabama Zoological Society!

As our Twitter Tamer and Social Media Savant, you'll be responsible for unleashing your creative prowess and bringing the wild wonders of the animal world to life through the power of Twitter. Your mission, should you choose to accept it, will be to engage, entertain, and educate our audience while cultivating a community of animal enthusiasts and conservation advocates.

### **Responsibilities:**

1. *Roar-some Tweeting*: Craft engaging, witty, and informative tweets that captivate our followers and showcase the amazing creatures in our care. From fascinating animal facts to adorable photos, your tweets will leave our audience craving for more.
2. *Hashtag Herder*: Be the master of hashtags, using them strategically to boost our reach, increase engagement, and connect with relevant communities.  
#AnimalLoversUnite!
3. *Trend Tracker*: Keep a keen eye on trending topics and find creative ways to weave them into our animal-centric content. Because nothing says "cuteness overload" like a baby animal imitating a popular dance move.
4. *Community Cultivator*: Build a vibrant online community by actively engaging with followers, responding to their comments and inquiries, and igniting lively conversations about wildlife conservation.
5. *Wildlife Wordsmith*: Write compelling blog posts, articles, and features about our animal residents, their stories, and the importance of conservation. Unleash your inner wordsmith to spread awareness and ignite passion.
6. *Campaign Coordinator*: Collaborate with our marketing team to develop and execute social media campaigns, contests, and fundraisers that rally support for our mission. Get ready to make a real impact!
7. *Analytics Aficionado*: Monitor and analyze Twitter metrics to assess the effectiveness of our social media efforts. Adjust your strategies accordingly to ensure continuous improvement and maximum engagement.

### **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 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.