



AmeriCorps Member Position Description



Member Position: Social Media Strategist **# in this Position:** 1

Member Immediate Supervisor Name: James Karst

Days / Hours of Service: Mon. – Fri. 9:00 am – 5:00 pm.; occasional nights and weekends for events

Member Immediate Supervisor Title: Director of Communications and Marketing

Partner Organization Name and Website: Coalition to Restore Coastal Louisiana, crcl.org

Organization/Agency Mission and/or Goals:

Mission: Drive bold, science-based action to sustain a dynamic coastal Louisiana through engagement and advocacy.

Purpose: To sustain as much of Louisiana’s coast as possible despite climate change and other factors causing land loss. In pursuit of this overarching goal, we build support for restoration, increase public awareness of CRCL in order to extend our influence, and strengthen our organizational capacity.

Program Mission and/or Goals:

The Director of Communications and Marketing serves as the liaison between the coastal restoration work of CRCL (policy, engagement, restoration, etc.) and the public, including the media. The small department generates newsletters, manages social media accounts, maintains websites, develops organizational branding and schwag, creates press releases and handles traditional media requests, engages with partner organizations and potential partners, and oversees communication between board and staff. The program seeks to expand the organization’s audience so that more of the people affected by coastal land loss are involved in the potential solutions, and that marginalized communities are welcome into the conversation.

Community Need:

Louisiana’s coast is home to more than 3.5 million residents, and since 1980, the region has experienced over 50 coastal hazard events (mostly flooding), each costing more than a billion dollars. Efforts to restore the environment and reduce flooding affect a much larger number of residents than are currently engaged in understanding and driving those plans. The technical, scientific nature of these issues and the large area of Louisiana’s coast that’s impacted make it difficult for significant proportions of these residents to engage. CRCL seeks to close this gap by connecting with people where they are – on social media platforms.

Member Position Summary:

The Social Media Strategist will increase CRCL's audience to help build awareness of coastal land loss and potential solutions; to generate participation in boots-on-the-ground restoration events; to promote the organization's work; and to build brand awareness. Their primary mission will be to post often on our social media accounts, in a way that is creative and, if warranted, fun and engaging. Strategist will interact directly with other social media users as warranted and will have the overarching goal of simply getting more people aware of and supportive of our work. This position is in alignment with our organization's 2020-2022 Strategic Plan, which establishes as organizational pillars engagement and advocacy, with strategies that include sharing CRCL's message with a broader audience; providing opportunities for people to engage directly and indirectly in coastal restoration; developing individuals as coastal advocates; and activating support around key policy areas.

The strategist will track metrics (follows, profile views, shares, etc.) to gauge success and will adjust efforts accordingly to maximize audience. Strategist will occasionally travel into the field to create content such as short videos, photos or material for social media posts that will serve to illustrate the problem of coastal land loss or our efforts to solve it.

Member Impact:

The Social Media Strategist will help CRCL connect with new audiences in south Louisiana and elsewhere. The strategist will expand our audience on existing platforms and may move us into new platforms, ensuring that we have more people aware of our issues and our work. The strategist will post more frequently on social media and engage directly with other people more often. The strategist will create and share content about coastal land loss; about different elements of the organization's work; about the team at CRCL and about our partners; about coastal restoration projects and proposals; about organizational events and partnerships.

Essential Functions of Position:

- Create and share content on social media.
- Strategize about how best to attract more followers and engagement on various social media platforms.
- Share content from other coastal restoration organizations and partners.
- Collaborate with CRCL staff to share their work or introduce them on social media.
- Create images and videos to be used for social media and website purposes focused on Louisiana's many land loss and sea level rise issues and success stories.
- Join volunteer events, coastal flyovers, restaurant partners and monitoring events to create engaging content.
- Assist with special projects as they arise.
- Manage online calendar of events on organizational website.

Required Knowledge, Skills, and Abilities:

- An interest in climate adaptation, coastal environments, climate justice, planning, wetland restoration, flood protection and/or a similarly relevant field.
 - Applicant must be able to grasp basic ecological principles and be able to explain them to others.

- Creativity and positivity, along with a willingness to experiment and have fun with our social media.
- Ability (or willingness to learn) to create video and other media content.
- Enthusiasm – must have a desire to play a positive role within the community exhibiting the appropriate social and interpersonal skills.
- Self-motivation – the applicant must be comfortable working without constant supervision.
- Comfort working behind a computer screen in an office and out on the coast in the wetlands.
- Good communication skills (both verbal and written).
- Personable and comfortable interacting with the public.
- Detail orientated and able to manage time appropriately.

Required Academic and Experience Qualifications:

Social media experience