Partner Organization Name: Coalition to Restore Coastal Louisiana

Corps Member Position Title: Social Media and Technology Coordinator

Supervisor: James Karst

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

Physical Location:
3801 Canal Street, New Orleans, LA 70119

Organization Mission and/or Goals:
To unite people in action to achieve a thriving, sustainable Louisiana Coast for all.

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.

**Member Position Summary:**

The Social Media and Technology Coordinator 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. Coordinator 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 latest Strategic Plan, which lays out the strategic priorities of community connection and thought leadership; policy advocacy; partnerships; and strengthening our organization.

The Coordinator will track metrics (follows, profile views, shares, etc.) to gauge success and will adjust efforts accordingly to maximize audience. Coordinator should be able to travel frequently into the field (such as to volunteer events and on monitoring/scouting trips) 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.

**Essential Functions of Position:**

- Create and share content on social media. We aim to post a minimum of three times per day on our major platforms, on average.
- 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.

**Skills, knowledge and trainings the corps member should expect to gain from this position**

- DEIJ workshops
- Internal team-building workshops
- Digital photography and design
- Frequent networking opportunities across multiple other organizations and agencies
- “Lunch and learn” presentations
Training opportunities such as grant writing, social media best practices, drone usage, website development, media pitching, public speaking

Social media marketing skills in areas such as event promotion and volunteer recruitment

Social media metrics analysis and strategy

**Ideal Candidate Qualifications**

- Social media experience, preferably institutional, on a variety of platforms, typically including Facebook, Instagram, Twitter, TikTok, YouTube
- Strong writing skills
- Comfortable working in office, remote and field work settings
- Ability to serve full time for 11 months (1,700 hours)
- Applicant must live in the New Orleans area
- Ability to occasionally work atypical hours and weekends and to travel

**Required Transportation Requirements (ex: own vehicle or able bike to site)**

Applicant strongly encouraged to possess valid driver’s license, safe driving record and personal automobile.