

2022-2023 AmeriCorps Member Position Description



Partner Organization Name: Pontchartrain Conservancy

Corps Member Position Title: Social Media and Technology Coordinator

Supervisor: Regina Wilkins

Days/Hours of Service: M-F 9-5

Physical Location: 8001 Lakeshore Drive, New Orleans, LA 70124

Organization Mission and/or Goals:

Pontchartrain Conservancy's mission is to drive environmental sustainability and stewardship through scientific research, education, and advocacy.

The Pontchartrain Conservancy is a 501(c)(3) non-profit organization consisting of a 14-member board of directors representing Basin parishes and regulatory agencies.

The Lake Pontchartrain Basin is a 10,000 square mile watershed encompassing 16 Louisiana parishes. The land use of the region is both rural and urban and is the most densely populated region in Louisiana, including metro New Orleans and the state capital, Baton Rouge. It is one of the largest estuarine systems in the Gulf of Mexico containing over 22 essential habitats. The Basin's topography ranges from rolling woodlands in the north to coastal marshes in the south, with the 630 square mile Lake Pontchartrain as its centerpiece.

Program Mission and/ or Goals:

The social media and communications department is responsible for effectively engaging supporters through content creation for all forms of media, including print, television, radio, website and social media

Member Position Summary:

Social Media and Technology Coordinator

What are the measurable short and long-term goals that should be achieved by the member during their service term that the member can be evaluated on?

- Creation of minimum of 10 print media pieces as determined by Communications Director
- Create monthly report on website and social media traffic statistics and analytics
- Write, design and edit one monthly newsletter per month during term of service
- Assist with website redesign, developing or adding to development of web mapping, creating text and visual content
- Create and track a minimum of 15 social media posts per month
- Write, design and edit a minimum of two electronic donor communication pieces per month

Essential Functions of Position:

- Create and manage content on website, app and social media properties; working with PC staff to design, create, edit, and regularly update multimedia pages on the site; analyze website statistics.
- Develop strategies for reaching new audiences on PC social media properties, including Facebook, Twitter, Instagram and LinkedIn, as well as identify potential emerging platforms and innovative techniques for reaching target audiences.
- Coordinate with communications team on implementation of communications messaging and strategies across coalition online platforms
- Make suggestions for tailoring messaging and packaging content specifically for online audiences on different online platforms.
- When appropriate, coordinate with partner organizations' online teams to execute social media campaigns and leverage larger organizational platforms when possible.
- Assist with implementation of website redesign, working closely with senior communications staff and contractors to manage workflow and deliverables.
- Ensure optimal user experience across website and social media platforms, maintaining seamless consistency with PC strategy, branding and messaging.
- Establish quantifiable goals for PC online work, including numbers of constituent and fan bases on social media (including influencers and activist subgroups), website visits and engagement activities, such as online actions taken.
- Draft and implement social media content, including text, photos and other graphics for sharing.
- Attend relevant on-the-ground events, hearings and meetings as needed to document and engage an online audience through live-tweeting, photo-sharing, videos, app and other means.
- Manage PC editorial calendar, including developing and updating content.
- Maintain systems to track and evaluate performance analytics for website and social media platforms to improve content and engagement against key metrics and benchmarks.
- Partner with outreach team to maintain PC email list: This includes recommending opportunities to engage email subscribers through action alerts, drafting monthly e-newsletters, growing subscriber list and more.

- In direct coordination with Communications Director and contractors, maintain online advertising efforts, placing ads and reporting on performance to ensure success of digital advertising as part of larger paid media strategy.
- Employ optimal Search Engine Optimization (SEO) and Search Engine Marketing (SEM) practices to help drive traffic and inform decisions on content.
- Support senior communications staff as needed in achieving strategic team and coalition goals online.

Ideal Candidate Qualifications

Demonstrate success leveraging a wide variety of social media platforms and innovative tactics to engage and reach supporters.

- Knowledge of SEO/SEM, as well as experience managing and implementing paid media campaigns online.
- Experience preferred in site redesigns with an eye for what makes a compelling and engaging site layout and online presentation.
- Graphic design skills. Ability to communicate complex and technical information clearly to many audiences.
- Proactive, self-starter able to get things accomplished with minimal direct supervision.
- Strong proficiency in a wide range of digital platforms and programs, including Microsoft Office, Adobe InDesign, Photoshop and Premiere Pro, WordPress, Google Analytics, Facebook, Twitter, Instagram, LinkedIn, YouTube, Engaging Networks or similar email management system.
- Photography, sound and video recording and editing capabilities; experience in the nonprofit sector on issues related to conservation; knowledge of Louisiana and its people/geography/history/environment.
- Experience managing web content, social media strategy and online communications for a large organization, with proven track record of growth in user base and engagement.
- Experience developing engaging and innovative online communications materials for a wide range of audiences across a variety of platforms.

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

Occasional travel in New Orleans/Pontchartrain basin area, as well as some evening and weekend work as needed. Own vehicle needed for travel to document activities of Pontchartrain Conservancy employees and volunteers. Daily transportation to work site at New Canal Lighthouse.