



# Social Media Assistant

## Volunteer Position Description

---

Prescott Creeks is a small not for profit organization with a 30-year track record of protecting nature in the community. We are looking for a part-time volunteer to help Prescott Creeks boost its social media presence. Prescott Creeks is a not-for-profit 501(c)(3) whose mission is to achieve healthy watersheds and clean waters for the benefit of people and wildlife in central Arizona. Focus for this position would be on consistent community outreach and engagement helping to raise awareness about the organization via our social media presence. The volunteer position works closely with other Prescott Creeks' staff, board, volunteers, and partners. Typically, 2-3 hours per week with additional time possibly needed during key events.

### **VOLUNTEER DUTIES AND RESPONSIBILITIES:**

- Plan and manage content creation and design; review and publish as part of an overall messaging plan
- As needed, go out to tours, events, or other locations in the field to capture images/videos
- Foster positive and collaborative relationships with the community on Prescott Creeks social media channels ([Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#))
- Utilize Buffer as the online tool for creating and publishing the social media posts
- Monitor analytics to understand the effectiveness of posts and adjust as needed.
- Prepare monthly social media reports to be used as part of communication package to the Board of Directors
- Look for other means to promote our online presence, e.g., blogs, videos, ads, etc.
- Other duties as assigned

### **SKILLS AND QUALIFICATIONS:**

- Experience in managing an organization's social media presence, preferably with a not-for-profit.
- Ability to work outdoors in the elements, including on uneven surfaces or trails
- Competent professional copywriting writing skills
- Designing and creating visually appealing content using images and videos to compliment posts
- Creative use of new online tools to expand reach and engagement
- Ability to work independently and as a team member
- Experience with Windows OS and iOS
- Adobe Photoshop and Illustrator experience a plus
- Digital photography a plus

### **TERMS:**

Volunteer

---

Prescott Creeks is a not-for-profit organization with the mission to achieve healthy watersheds and clean waters in central Arizona for the benefit of people and wildlife through protection, restoration, education, and advocacy. Prescott Creeks has a small staff and Board of Directors passionate about making our community a better place. For more information about Prescott Creeks, visit [www.PrescottCreeks.org](http://www.PrescottCreeks.org).

### **TO APPLY:**

Contact Prescott Creeks for additional information, or submit your contact info and resume at: [Volunteer@PrescottCreeks.org](mailto:Volunteer@PrescottCreeks.org), (928) 445-5669