

Midwest PARC Social Media Coordinator Position (Volunteer)

Position description:

This is a volunteer position within the Outreach and Communications Task Team (OCTT) of Midwest Partners in Amphibian and Reptile Conservation (MW PARC). The position may be held by one or more individuals. The Social Media Coordinator will have access to the MW PARC social media accounts and be able to change and update content. This content may be created by these individuals or by others. This position can be held for 2 years, and individuals can hold the position more than once. Time commitment will vary, but likely 2 hours per week.

Effective and engaging communication is an important skill, regardless of your career trajectory. This position offers individuals the opportunity to develop those skills in a way that **positively impacts the conservation** of amphibians and reptiles.

Responsibilities include:

- Maintaining existing social media accounts, which currently include Twitter, Facebook, & Instagram. This includes
 - creating least 3 posts per week to share across MWPARC social media accounts
 - promoting (sharing, re-tweeting, etc) content from other regional or national PARC accounts and related amphibian and reptile accounts
- Staying informed with respect to wildlife, herpetology, and or conservation related events within the Midwest and, more broadly, across the PARC network (e.g., Amphibian Week)
- Collaborating with members of the OCTT on MWPARC communication needs
- Copywriting and brainstorming content with the other social media contributors
- Insuring that all posts align with the mission and vision of national PARC
- Working to make accessible content that adheres as much as possible to the best practices for creating digital content for all users

If interested, please send a brief email to the current OCTT Lead (Jen Lamb; jylamb@stcloudstate.edu) that (1) describes your prior experience using social media or similar platforms for education and outreach, (2) explains your interest in this particular position and how it contributes to your overall professional goals. **You do not need to be a current member of MWPARC** to hold this position. **Undergraduate and graduate students are encouraged to apply.**