



RIVER LEGACY

FOUNDATION

Job Title: Social Media Coordinator
Reports to: Communications Manager
Classification: Part-time (20-30 hrs. per week), Nonexempt Hourly
Work Schedule: Monday – Friday, flexible. Occasional weeknights and weekends may be required.

Position Overview:

River Legacy Nature Center in Arlington, TX is looking for a Part-Time Social Media Coordinator who has a passion for engaging with online communities and generating eye-catching content. The Social Media Coordinator will manage social media channels for River Legacy Nature Center and work primarily under the supervision of the Communications Manager to develop strategies and content for all digital platforms. This position is responsible for understanding the demographics of our audience to successfully highlight all of River Legacy Foundation's and River Legacy Nature Center's programs, events, exhibits, partnerships and more in a digital space.

Responsibilities:

- Plan and create a consistent social media calendar.
- Collaborate with Communications Manager to develop and execute social media strategies.
- Engage with online community.
 - Respond to comments, messages and tagged posts in a timely manner.
 - Engage with relevant accounts.
 - Be in the know and share accurate information.
- Create and publish content (graphics, photo, video, written, etc.).
- Attend events and produce live social media content.
- Maintain a unified brand voice among various social media channels.
- Monitor performance and analytics.
- Assist in the development of media contacts and influencer relationships.
- Additional duties as assigned.

Required Qualifications:

- Must have completed or be working towards a bachelor's degree in communication, advertising, marketing, or related field.
- Must provide a portfolio of previous work or projects related to this position.
- Has a passion for social media and is proficient in major social media platforms and management tools.
- Proficient in graphic, video, and photo editing tools. (Adobe, Canva, other)
- Must have strong oral and written communication skills.

- Creative, innovative, and adaptable.

Preferred Qualifications:

- Strong copywriting and copy-editing skills.
- Must be personable and have excellent social listening skills.
- Has strong time management skills and meets deadlines.
- Ability to understand historical and current trends in the digital space.
- Is detail oriented and well organized.
- Can analyze data and adapt strategies accordingly.
- Ability to work independently or under limited amount of supervision.
- Experience with Microsoft Office Suite.
- Experience in Google Workspace.

Benefits:

- Career Advancement
- Professional Development
- Flexible Schedule

Submission:

Applicants must submit a resume and portfolio via email to Karla Hernandez, *Communications Manager* at karla@riverlegacy.org. Qualified candidates will be contacted for an interview.

River Legacy Foundation is an Equal Opportunity Employer

Information about River Legacy Foundation, River Legacy Park and River Legacy Nature Center can be found at www.riverlegacy.org

River Legacy Foundation is a 501(c)3 nonprofit organization formed in 1988 to preserve and enhance the land along the Trinity River and its tributaries as an extraordinary educational, recreational, and natural resource.