



## **Social Media and Outreach Specialist Internship (Volunteer)**

### **Duties:**

- Work both independently and with one or more of Northeast Partners in Amphibian and Reptile Conservation's (NEPARC) Steering Committee members, Social Media Coordinator, and working group chairs.
- Provide social media updates on monthly NEPARC Steering Committee calls (typically 1-hour duration or prepare monthly reports in lieu of call participation; non-voting member).
- Manage regular content and postings on NEPARC's Facebook page and Twitter account.
  - Post recent stories or articles relevant to amphibian and reptile conservation in the Northeast.
- Create content and assist in development of conservation messaging themes.
  - Assist with development of website content for working groups.
  - Develop content that highlights working group and partner projects and outreach materials for different audiences (*e.g.*, create sharable social images [CANVA], short educational video clips).
  - Promote and distribute working group products (*e.g.*, decontamination video), through social media and press releases.
  - Promote working group, NEPARC, or PARC campaigns via social media (*e.g.*, address anti-poaching).
  - Build a wider social media presence (*e.g.*, Instagram account, solicit images from members to post).
- Research and recommend software or other applications for facilitating the management of multiple accounts, and content therein.
- Track level of public engagement with social media; research, recommend and apply relevant social media techniques and tools to measure and improve overall engagement of NEPARC's social media audiences, analyze success of new techniques.
- Identify and recommend new social media tools, sites, and apps as part of the social media marketing mix.
- Follow, monitor, post, and respond to posts and comments with guidance from the Social Media Coordinator and the NEPARC Steering Committee.
- Other duties as needed.

**These duties should take approximately 8-10 hours per month, but hours could vary depending on the task. Additional hours (or length of commitment) will be considered. Anyone is welcome to apply.**

**College Credit:** We encourage students to speak with their professors about eligibility for college credit for this internship at their institution; however, this is not required.

**Qualifications:**

We are seeking a candidate with entry-level or advanced experience handling professional social media accounts; previous development of social media marketing or outreach campaigns is desired, but not required. A background in media relations skills, advertising, building audience engagement, as well as superb communication skills, and creativity are strongly preferred. Candidates must demonstrate a basic understanding of amphibian and reptile species conservation concepts and a keen attention to detail. Excellent writing, organization, and time-management abilities are also imperative.

**Benefits to the Volunteer Intern:**

- Gain professional communications experience while making valuable connections with leaders and experts in the amphibian and reptile conservation field throughout northeastern North America.
- Gain scientific knowledge on amphibian and reptile conservation issues.
- Learn the inner workings of a diverse conservation partnership (NEPARC).
- Make a direct contribution to NEPARC’s mission “forge proactive partnerships to conserve amphibians, reptiles, and the places they live.”

**Minimum Length of Internship: 4 months.** Longer term commitment is preferred.

**Duty Station:** There is no fixed work site for this position. Communication with NEPARC members will be done remotely (via phone and computer).

**Start Date:** July 1, 2019

**To Apply:** Send a resume or curriculum vitae (2 pages or less), along with cover letter and names and contact information for three professional references, to NEPARC’s Social Media Coordinator at [neparc2019@gmail.com](mailto:neparc2019@gmail.com), no later than **April 30, 2019**. In your cover letter, please state why you want the position and describe any unique qualifications pertinent to the duties of this position.