

Grand Canyon Wolf Recovery Project

JOB DESCRIPTION

Hourly-based Social Media/Outreach Coordinator Independent Contractor

The Grand Canyon Wolf Recovery Project (GCWRP) is a small nonprofit organization based in Flagstaff, Arizona, dedicated to bringing back wolves to help restore ecological health in the Grand Canyon region.

GCWRP recognizes that settler colonial policies, practices, and beliefs are at the root of wolf eradication, historically and into the present. North American conservation culture also originated in settler colonial individuals, organizations, and worldviews. Humans, land, and wildlife are intrinsically interconnected, and working to dismantle systems of oppression is vital to the restoration of all these relationships. We commit to ongoing awareness, education, outreach, and change. The Grand Canyon Wolf Recovery Project welcomes and needs all voices, perspectives, and backgrounds to enrich and expand our shared mission.

The Outreach Coordinator Independent Contractor position will report directly to the Executive Director. This is a remote position; no home office resources will be provided. The independent contractor is expected to provide their own computer and phone to do this work.

This is a flexible but daily contract of approximately 2–5 hours per week that is remote work. Some weekend and evening work will be required.

General description of the position

One of our primary goals is to build a constituency of public support for wolves through education and outreach in communities throughout the Grand Canyon region. The Outreach Coordinator leads our public education efforts on social media; communicates with individuals through comments, messages, and emails; and coordinates special projects and digital campaigns as necessary to further our mission to bring wolves back to the Grand Canyon region.

Knowledge, skills, and abilities required

- Great interpersonal skills and ability to get along with a variety of people of all ages
- Excellent written and oral communication skills
- Being a reliable, independent worker and self-starter is essential
- Proficiency with Microsoft Office applications; Google Docs, Forms, and Spreadsheet, and Gmail and Gmail calendars
- Proficiency with graphic designing software like Adobe Suite or Canva (preferred as GCWRP has a Canva Pro account the contractor may access) and/or a willingness to learn
- Comfortable using social media and creating original content, such as on Facebook, Twitter, Instagram, TikTok, YouTube, and LinkedIn
- Flexible and able to work occasional evenings and weekends

Compensation

\$16.80/hour paid by electronic payment transfer based on invoices submitted semimonthly

Working conditions

- Flexible, but daily, approximately 2–5 hours per week
- Independent contractors for GCWRP will be provided an IRS Form 1099 at the end of the year. There are no taxes withheld, company taxes, Worker's Compensation, or vacation or sick time provided for Independent Contractors.
- Work is remote and based on a personal home computer
- Regular communication with occasional calls and virtual meetings with the Executive Director
- Includes evening and weekend assignments

Duties & Responsibilities

GCWRP Social Media:

- Utilizes social media to increase education about wolves, post the latest news on Mexican gray wolf recovery, relevant national wolf news and research, and promote grassroots action opportunities and digital campaigns
- Creates graphic content within the GCWRP brand for social media platforms
- Keeps up to date with the latest features, strategies, and trends available on social media for nonprofit organizations (including donation options and set-up for nonprofits)
- Monitors the GCWRP social media comments and responds, answers questions, and blocks comments as necessary
- Monitors the GCWRP social media inboxes for messages and responds
- Follows other relevant wolf organizations, agencies, partner groups, and nonprofits on social media for breaking news and content to share on the GCWRP platforms
- Posts on our Facebook page daily or schedules daily posts in advance when necessary
- Post breaking and relevant news about GCWRP and Mexican gray wolves in a timely manner on Twitter and Instagram. Posts other content on these platforms on a schedule to be determined but at least 2–3 times per week.
- Creates ads and boosts posts on social media platforms as determined with approval from the Executive Director
- Create original TikTok videos and/or edit and post videos pre-recorded at our events and with our wolf costume
- Maintain our LinkedIn profile and post content
- Promotes GCWRP fundraising campaigns on social media, such as AZ Gives Day, Giving Tuesday, our limited-edition shirt campaigns, our annual Wild & Scenic Film Festival, and end-of-year appeal giving.
- Increases the GCWRP profile and presence on other social media platforms as determined going forward
- The contract work hours maintaining the GCWRP social media may be divided up by days of the week or by other means in the future between two or more people

Communications & Special Project Coordination for GCWRP

- Coordinates email communication about virtual education programs and puppet show video distribution involving the regional public (e.g., schools, youth programs)
- Checks and responds to the outreach@gcwoolfrecovery.org email account
- Coordinates our annual FLOAT t-shirt campaign design and promotions
- Coordinates special projects with Catchafire volunteers
- Other occasional remote tasks (such as Little Green Light database work) as assigned by the Executive Director and Board of Directors

Professional Development to assist GCWRP:

- Watch training videos to learn how to use Canva for Nonprofits
- Watch Social Movements Technology webinars on digital campaigns, social media, storytelling, etc. to help inform the GCWRP staff of ideas to implement in our communications
- Participate in the GCWRP Justice, Equity, Diversity, and Inclusion discussions, webinars, and readings whenever possible to help understand our messaging and approach to incorporate “JEDI” principles into our work and help make our social media communications accessible to all
- Connect with qualified volunteers on social media projects

Preferred Qualifications:

- Excellent writing skills and editing experience
- Expertise in managing several social media pages on different platforms
- Understanding of paid social media advertising and fundraising options
- Comfortable creating graphic design images
- Willingness to adhere to the GCWRP’s messaging standards on wolves

- Remote work from a place in the Mountain or Pacific time zones is preferred but not required if willing to meet with our director during regular Arizona/MST working day hours
- Knowledge of wildlife conservation issues, in particular for endangered species and Mexican gray wolves, is desired
- Recognition and alignment with organizational tenets of diversity, equity, inclusion, and justice that will apply to our mission, values, and programs

Application Requirements:

- Cover letter
- Resume with three references
- Portfolio of social media work products (please include screenshots of posts on various social media platforms that you created. Links to public groups/pages you maintain may also be included if they are clearly reflective of your work)

Please email your name and contact information with application materials to info@gcwoolfrecovery.org with the subject: "Social Media/Outreach Coordinator contractor application"

The deadline for applications is April 22, 2023, but we will start interviewing highly qualified candidates as they are received before the deadline.