

Freelance Social Media Manager

APPLICATIONS ARE BEING ACCEPTED THROUGH FRIDAY, AUGUST 30, 2023.

We are looking for a talented freelance social media manager to administer the Wetlands Initiative's Smart Wetlands Program outreach and education campaigns on its social media platforms. The Smart Wetlands program is focused on designing and implementing tile-treatment wetlands to reduce nutrient runoff from cropland. The ideal candidate will have a strong background, knowledge, and/or experience with Illinois agricultural, farming, and conservation practices.

You will be responsible for creating and executing social media strategies that grow our program's followers and increase engagement and brand awareness across our social media channels. As a social media manager, we expect you to be up to date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our program's views accurately and creatively.

Key Responsibilities:

- Perform research on current trends and preferences for our program's key audiences
- Design and implement a social media strategy that aligns with program goals to increase follower growth, engagement, and brand awareness
- Generate, edit, publish, and share engaging content weekly (on average) and respond to followers
- Create original text, photos, photo art, infographics, and video content from new or existing TWI photo/video library for all social media channels and website
- Monitor, analyze, and interpret social media metrics/data to determine growth and engagement performance
- Communicate effectively with all team members and program manager
- Stay up to date with latest social media best practices and technologies

Experience and Skills:

- Strong background and knowledge of Illinois agriculture, farm life, and rural communities
- Proven work experience as a social media manager or similar role (3+ years)
- Ability to create social media strategies and impactful and engaging social media content
- Proficient in content management and using social media platforms such as Twitter, Facebook, Instagram, YouTube, etc.
- Knowledge of best practices for social media platforms
- Sound knowledge of social media metrics to measure success
- Strong computer skills using Adobe Creative Suites applications, Adobe Express, Canva, or similar other similar programs
- Excellent verbal and written communication skills
- Ability to travel and traverse farm ground to visit the project sites located throughout north-central Illinois

6-month contract with extension option. Monthly fee payment based on experience (range \$400 - \$750).

Applicants should submit a letter of inquiry, resume, and portfolio of previous campaigns designed and managed to TWI@WETLANDS-INITIATIVE.ORG (NO PHONE CALLS)

The Wetlands Initiative is an Equal Employment Opportunity (EEO) employer and does not discriminate on the basis of race, color, national origin, religion, gender, age, veteran status, political affiliation, sexual orientation, or marital status. Increasing diversity of all kinds at the staff and board levels is an organizational priority.