OREGON WILD

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Portland Eugene Bend Enterprise

Oregon Wild Social Media Content and Engagement Coordinator

About Oregon Wild:

Oregon Wild is a non-profit organization with a mission to protect and restore Oregon's wildlands, wildlife, and waters as an enduring legacy for future generations. Founded in 1974, Oregon Wild's victories include safeguarding over 1.7 million acres of Wilderness and 1,800 miles of Wild & Scenic Rivers through federal legislation, protecting hundreds of thousands of acres of old-growth forests and critical wetland habitat, and the preservation of numerous imperiled species, from coho salmon to gray wolves. Oregon Wild enjoys a national reputation as a pioneering organization that is both highly strategic and effective, with strong policy expertise.

Commitment to Justice, Equity, Diversity, and Inclusion:

Oregon Wild is committed to building a more equitable, diverse, and inclusive organization and society, and we are actively recruiting and encouraging applicants from a broad range of backgrounds and communities to apply for this position. Important voices have been missing from the environmental movement for far too long, and building a stronger, more just, and more inclusive community starts by creating a more welcoming environment within Oregon and Oregon Wild. Our organization believes that by embracing, respecting, and valuing individuals regardless of their race, sex, sexual orientation, gender identity, gender expression, religion, national origin, or ancestry, we can become a stronger, more effective defender of Oregon's wildlands, wildlife, and waters. Read more about our organizational values here.

General Position Summary:

The Social Media Content and Engagement Coordinator plays a key role in telling the story of Oregon Wild conservation priorities by developing and executing digital communications strategies. This position focuses on engaging with supporters through creative content, optimizing digital platforms for advocacy, and growing the organization's influence and

audience. Working closely with the communications team and conservation campaigners, the Coordinator drives social media campaigns, leads webinar coordination, and ensures consistency with brand standards.

The ideal individual for this role is passionate about Oregon Wild's mission and will have a strong ability to work both collaboratively in a team and individually to support organizational strategies. A minimum of two years of professional experience in digital communications is required

Position Responsibilities

- **Craft Social Media Content and Strategies:** Collaborate with colleagues to develop and execute dynamic social media strategies across major platforms, prioritizing short-form video content for Instagram Reels, TikTok, and YouTube Shorts. Maintain Oregon Wild's presence on platforms like Threads, BlueSky and LinkedIn. Curate content, plan editorial calendars, and adapt advocacy, fundraising, and blog material for social media audiences.

- **Engage Oregon Wild's Digital Community**: Actively monitor and engage with online communities by responding to mentions, comments, and messages. Serve as a public-facing personality for select video content while coaching team members on social media best practices.

- **Track Performance:** Develop performance dashboards to monitor metrics such as shares, website engagement, fundraising, and action conversions. Provide regular updates on analytics and milestones to inform strategic decision-making. Troubleshoot technical issues related to social media and analytics platforms, ensuring smooth content delivery.

- **Partnerships and Collaborations:** Lead collaborative planning with external coalition organizations around shared conservation campaigns. Build partnerships with digital influencers to engage new audiences and expand brand recognition.

- **Facilitate Wild Wednesday Webinars:** With Oregon Wild program staff, coordinate Oregon Wild webinars, from promotion and hosting to post-production.

- **In-Person and In-The-Wild Collaboration**: Occasional travel for staff training, planning retreats, and on-location filming. Attend in-person campaign and fundraising events, like the annual Call of the Wild gala, as well as tabling and community events

Qualifications:

- Passion for protecting Oregon's wildlands, wildlife, and waters.
- A minimum of two years experience in social media strategy and planning, especially around short-form video.
- Ability to monitor and capitalize on social media trends.
- Proven storytelling and content creation skills.
- Proven ability to write succinct, engaging copy for social media platforms.
- Proven proficiency with graphic design tools such as Adobe Creative Suite and Canva.
- Ability to manage multiple projects and consistently meet deadlines.
- Ability to work collaboratively with staff members and organizational partners.

Location and Supervision:

Oregon Wild has offices in Portland, Eugene, and Bend. This position can be based out of any of those locations, but will include occasional travel to Portland. This position will report to the Communications Director. Attendance at Tuesday morning all-staff meetings is required. Occasional evening and weekend hours may be required. Oregon Wild has a hybrid work schedule, with the opportunity to work remotely.

Pay and Benefits:

This is an exempt full-time position at 40 hours per week with a salary range of $60,000-$65,000. Benefits include monthly phone and technology reimbursement; fully paid medical, dental, vision, alternative care, and life insurance; optional Health FSA and Dependent Care FSA; optional disability insurance; 403(b) retirement plan option with organizational match; and generous vacation and other paid time off including 11 paid holidays, two weeks of administrative leave time and an initial two weeks of vacation that increases with tenure, and sabbatical eligibility after five years.

To Apply:

Submit a single PDF document containing your resume, cover letter, and 2-3 examples of social media posts to commsjob@oregonwild.org. At least one of the examples must include a link to a Reel, TikTok, or other short-form video content.

We will begin reviewing resumes on Nov 13th.