

Job description

Position: Social Media Specialist - LinkedIn Marketing (volunteer)

Location: Remote

Time Commitment: 2-3 hours per week (flexible schedule)

Reports to: Marketing Manager

About NALZS:

North Alabama Zoological Society (NALZS) is a nonprofit organization dedicated to bringing a zoo and aquarium to the Greater Huntsville Alabama area. As we strive to create an exceptional zoo and aquarium, our nonprofit's mission is to foster connections between the communities and visitors of North Alabama with the wonders of the world's natural habitats and wildlife. We aim to set a standard of excellence in conservation, research, action, and education of wildlife, all while inspiring a brighter future for generations to come.

Job Summary:

Are you a seasoned social media professional with a deep affinity for the natural world? We are actively seeking a dynamic and creative individual to assume the role of LinkedIn Social Media Specialist within our esteemed nonprofit zoological society. Your mission is to be the voice and digital representative of our organization on the world's largest professional networking platform. Your objective? To captivate, educate, and inspire our LinkedIn community while showcasing the remarkable conservation efforts we undertake to safeguard wildlife.

Responsibilities:

1. *Social Media Curator: Assume ownership of our presence on LinkedIn by crafting engaging and informative posts, articles, and multimedia content that will not only captivate but also inform our audience. Bring our zoological endeavors to life with*

vivid descriptions, captivating visuals, and intriguing insights into the animal kingdom.

2. *Wildlife Liaison: Actively engage with our LinkedIn followers by responding to comments, messages, and inquiries with professionalism, charm, and a deep understanding of zoology. Cultivate meaningful connections and foster a sense of community among our followers.*
3. *Trend Analysis: Stay attuned to the latest LinkedIn trends, updates, and best practices. Discover innovative approaches to amplify our content, extend our outreach, and stay ahead of the evolving digital landscape.*
4. *Campaign Strategist: Collaborate closely with our marketing team to strategize and execute compelling social media campaigns that align with our organizational objectives. Assist us in disseminating the message of conservation, education, and the beauty of the animal kingdom to a broader and more engaged audience.*
5. *Analytics Expert: Monitor and analyze the performance of our LinkedIn content using relevant tools and metrics. Utilize your data-driven insights to refine our social media strategy, enhance audience engagement, and achieve quantifiable growth.*

Qualifications:

- A genuine passion for wildlife and conservation.
- Proven experience in managing LinkedIn accounts, ideally in a nonprofit or animal-related field.
- Exceptional writing skills with a knack for storytelling.
- A creative eye for designing visually compelling posts and multimedia content.
- Proficiency in social media analytics tools and a data-driven mindset.
- Strong interpersonal skills and the ability to engage and connect with diverse audiences.
- A collaborative and team-oriented approach to work.

Are you ready to unleash your social media superpowers and make a difference in the world of wildlife conservation? Join our LinkedIn Lively Ambassador team today and be part of something truly wild!

Note: This is a volunteer position and does not offer financial compensation. However, it presents a unique opportunity to contribute to the establishment of a zoo and aquarium in the Greater Huntsville Alabama area and make a lasting impact on the community. It isn't very often that one gets to help build a brand-new zoo from scratch.

Thank you for your interest in joining the North Alabama Zoological Society (NALZS) Family and helping us create an exceptional zoological experience for our community.