



## SOCIAL MEDIA COORDINATOR

**Position Type:** Regular full time (exempt)

**Reports to:** Manager of Marketing and Communications

**Location:** Hurricane, Utah/Zion National Park

The Social Media Coordinator plays a supportive role in Zion Forever Projects' social media management and in-park marketing efforts. This position supports ZFP's overall digital strategy helping develop and distribute content across multiple digital platforms. This role works closely with colleagues on the marketing team and other departments, as well as with outside consultants and contractors. This position will work closely with the Marketing & Communications Manager to facilitate the expansion and growth of the organization's digital footprint and reach.

### WHO WE ARE

Zion National Park Forever Project (ZFP), a leader in non-profit public lands partnerships, believes that our employees are our greatest strength. As such, we are seeking a full-time Social Media Coordinator that is committed to our mission as the non-profit partner of Zion National Park, Cedar Breaks, and Pipe Spring National Monuments and providing an exceptional brand experience. From the moment of hire, we want our employees to engage in the mission of ZFP and to understand the value of the contribution that each person makes to this important work.

The Forever Project's headquarters are in Zion National Park. The Social Media Coordinator position, while based out of the philanthropy office in Hurricane, UT, will be working primarily in the field. Local travel expected. Willingness to work evenings and weekends as required (minimal).

### WHAT YOU'LL DO:

The Social Media Coordinator is responsible for the following:

#### Leads:

- Ideation, creation, coordination, and distribution of content across ZFP channels, including Facebook, Instagram, LinkedIn, and YouTube.
- Builds ZFP presence on Twitter and Tik Tok.
- Collaborating with MarComm to build a positive brand presence for ZFP.
- Works closely with park-based staff to capture engaging content that appeals to Zion visitors and enthusiasts, nature lovers, current and potential clients, and current and potential donors.
- Collaborating with MarComm closely to establish an integrated and cohesive organizational social media strategy with a focus on growth and engagement.

#### Supports:

- Supports the engagement in the design and development of creative content, such as photographers, graphic designers, writers, web designers, printers, and more.
- Works closely with in-park programs to promote Retail, Art, and Outdoor Adventure offerings within the park, gateway communities, and online.
- Assists in drafting and editing external marketing emails, including monthly e-newsletters and targeted emails, focused on promoting programs or sharing park and Conservancy news.
- Assist in the management of our digital photo and video assets.

### **KEYS TO SUCCESS (THE MUST-HAVES)**

To be successful in this job, you will excel in these areas:

#### **Hard skills:**

- High School diploma is required, bachelor's degree preferred.
- A minimum of 1-2 years of progressive experience in the marketing/communications field; nonprofit and fundraising campaign experience is highly desirable. Or any combination of education and experience equivalent to the above minimum qualifications.
- Demonstrated experience managing multiple social media channels, recommending tactics for growth, and monthly reporting on analytics.
- Excellent computer skills including MS Office Suite, Adobe Creative Suite, Canva, WordPress, etc.
- Comfort with tools such as Sprout Social, WordPress, Google Analytics, Twitter Ads, analytics, etc.
- Proficiency in basic photo and video editing.

#### **Soft skills:**

- Committed to continual learning and teaching, to the ZFP mission, and to advancing a culture of inclusion in the organization and in Zion.
- Style that is collegial, team-oriented, and flexible, with a sense of humor, focused energy, and a creative, proactive approach.
- Excellent communication and relationship skills with a variety of internal and external stakeholders.
- Collaborative, creative, and flexible.
- Highly independent, self-starter who displays initiative in taking on new projects as requested.
- Able to prioritize, quickly manage multiple projects, and meet multiple deadlines.
- Strategic thinker who understands the power of brand and how to use it to increase mission focus.
- Change agent with experience implementing mission-related marketing.
- Ability to create effective relationships, influence, and collaborate internally and externally at all organizational levels.

### **WHAT ELSE YOU SHOULD KNOW**

Zion Forever is an Equal Opportunity Employer. We value diversity among our staff and encourage people of all backgrounds to apply to join our team.

This is a full-time, exempt, benefit-eligible position. This position will be based in Hurricane, Utah. Working from home is flexible on days when in-office work or fieldwork is not required. Housing is NOT available.

Salary is commensurate with experience. ZFP provides a comprehensive benefits package. Following a 90-day introductory period, you will be eligible for a broad array of benefits including vacation and holiday pay, sick leave, employer-supplemented health benefits package including medical, dental, vision, and health savings account (HSA) plan, long-term disability, and life insurance, a 401(k) retirement plan, discounts in our park stores, and an annual America the Beautiful National Park pass.

### **HOW TO APPLY**

Well-qualified applicants should send a resume and compelling letter of introduction describing your suitability for the position to Elizabeth Fiala, HR Manager, Zion Forever Project, at [elizabeth.fiala@zionpark.org](mailto:elizabeth.fiala@zionpark.org). For questions, contact Elizabeth Fiala or Zack Almaguer at [zachary.almaguer@zionpark.org](mailto:zachary.almaguer@zionpark.org).