

Communications Coordinator - Position Announcement

Last Date to Apply: April 9, 2024

Expected Start Date: May 6, 2024

Part-time, 25 hours per week

About the Organization

The Amphibian and Reptile Conservancy (ARC) is a 501(c)(3) non-profit organization focused on the conservation and restoration of amphibian and reptile populations and their habitats across the United States. ARC focuses on implementing field programs in high-priority areas for amphibians and reptiles to improve their chances of survival. Our work includes inventory, monitoring, research, habitat restoration, population augmentation, and developing management plans across Priority Amphibian and Reptile Conservation Areas (PARCAs). Generally, we seek to identify and preserve the most at-risk species in the most important locations and habitats, with a focus on species and habitat conservation, preservation, and restoration. Learn more at ARCProtects.org.

Description

ARC is seeking a creative communicator and storyteller based in the US to join our Communications Team. The Communications Coordinator will be responsible for researching and turning content ideas into videos, images, graphics, and text captions that successfully convey ARC's mission and personality. Biological knowledge and a keen interest in current social media trends are needed to be successful in this role. This part-time position is fully remote, and candidates must have access to a personal computer with a good internet connection. A smartphone is highly recommended for this position as well.

Position Tasks

The Communications Coordinator will work with the Communications Director to:

- Create on-brand, entertaining, educational, and trend-based content for ARC's social media channels that people want to share
- Conceptualize and produce short-form video content for our social channels, primarily Instagram Reels and YouTube
- Develop a strong understanding of ARC's programs and projects and the nuances of communicating about our work
- Conduct content testing and expand on methods that work
- Manage our digital communications assets, including our photo and video library, which will include organizing existing content and obtaining new content
- Develop on-brand messaging and campaign slogans
- Assist in the growth of our earned media (press) coverage
- Occasionally write pieces for ARC's other, non-social-media external communications, such as blog posts, press releases, and newsletters
- Complete other communications-related tasks

Ideal Skills & Attributes

- Social media expertise, including being in-tune with social trends and able to respond quickly
- Video editing/Reel creation
- Strong biological knowledge
- Ability to follow brand guidelines and create content in ARC's brand voice
- Science writing
- Researching
- Graphic design
- Capable of producing under tight deadlines
- Organized
- Creative
- Positive, hopeful outlook
- Sense of humor
- Justice focused

Qualifications

- College-level coursework in a related field such as communications or biology – or equivalent experience
- Two years of experience creating social media content with a track record of success; preference given to candidates with viral posts

Location and Compensation

This is a part-time (25 hours/week), fully remote position, which can be carried out from anywhere in the US. Access to a personal computer with a good internet connection is required. A smartphone is highly recommended.

The annual salary for this position will be in the range of \$22,500 - \$30,000, depending on experience. ARC offers paid leave and holidays, flexible work hours, and a remote office stipend.

Application Instructions

To apply, **email a single PDF** that contains a cover letter, resume, portfolio showcasing your social media and/or writing skills, and contact information for three references to Stephanie Haan-Amato, Communications Director, at shaanamato@ARCProtects.org. Combine all documents into a single PDF before sending.

ARC is an equal opportunity employer. Our core values include integrity, diversity, equity, inclusion, creativity, and innovation. We value diverse experiences and perspectives as critical to informing and supporting our core values, and we welcome applications from members of historically underrepresented or marginalized groups. All qualified applicants will be considered for employment without unlawful discrimination based on race, color, religion, national origin, sex, age, disability, marital or pregnancy status, sexual orientation, gender identity, age, or genetic information, including medical history.