



Florida Wildlife Federation – Social Media and Communications Specialist

Job Details:

Position:	Social Media and Communications Specialist
Annual Salary:	\$47,000+
Location:	Tallahassee, FL is preferred (other locations in FL may be considered)
Job Type:	Full-time
Reports to:	Regional Policy Director

About Us:

Florida Wildlife Federation, Inc., (FWF) founded in 1936, is a statewide, non-profit, non-partisan organization that promotes the cause of Florida’s environmental sustainability, natural lands and waters and ethical outdoor recreation so as to leave future generations with a livable and beautiful state. Our mission is to “conserve Florida’s wildlife, habitats, and natural resources through education, advocacy and science-based stewardship.”

FWF is governed by an all-volunteer Board of Directors and House of Delegates and has approximately 10,000 members and 100,000 supporters. We are involved in many areas of conservation, from panther protection to water quality enhancement, conservation land expansion and wildlife crossings. We advocate on the local, state and federal levels on issues impacting our natural resources and litigate to stop misguided policy decisions. In sum, we are a small organization with a big task. Please go to the website at: floridawildlifefederation.org for more information.

Position Summary:

FWF is seeking an innovative team player to build upon our existing communication needs (drafting emails, press releases, website content, newsletters, and other marketing materials) while expanding our programs into the digital space focusing on social media. In this role you will report to the Regional Policy Director and manage the day-to-day management on all social media accounts. You will work with all staff to ensure strategy, messaging and materials are represented online in the most impactful way possible. You must have a deep knowledge and understanding of the digital and social media world, and the desire to protect Florida’s wildlands and wildlife for future generations.

Essential Functions:

- Plan, develop, and implement multi-platform strategic communication plans, and campaigns, including content development
- Create email marketing campaigns to promote the FWF's mission and goals
- Ensure communication messages are appropriate, aligned with organizational standards and consistent with brand standards
- Monitor social media accounts and engage with users; stay abreast of social media trends
- Collect and review data to gauge and/or improve the effectiveness of social media strategies including the production of monthly reports
- Research and evaluate paid digital media opportunities to increase FWF's visibility
- Assist in updating the FWF website
- Manage communication and social content calendars
- Collaborate with FWF partner organizations to create cross-promotional opportunities
- Develop templates and processes to streamline communication planning and rapid response as part of FWF's campaigns
- Other duties as assigned

Required Qualifications & Skills:

- Minimum of two years' experience (preferred) in communications, public relations or related field
- Proven success in developing a strategic and creative online brand/presence
- Intimate knowledge of established and emerging social media channels (Instagram, Twitter, Facebook, YouTube, LinkedIn, TikTok, etc.)
- Commitment to keeping up with evolving social media trends and best practices
- Experience with social media analytics tools and translating quantitative data
- Exceptional written and verbal communication skills, especially with multiple audiences through a variety of platforms
- Demonstrates copy-writing and editing skills
- Experience working within brand guidelines; proficiency with Adobe Creative Cloud Suite, Canva, or other similar platforms
- Proficiency with Microsoft Office Suite, Dropbox, ASANA, Constant Contact, Hootsuite, and database management platforms
- Basic video editing and/or digital media production skills
- Proficiency with WordPress
- Highly self-motivated and directed, with attention to detail and conscientious follow-through; ability to effectively prioritize and execute tasks
- Flexible and works well as part of a small and effective team
- Knowledge of basic environmental conservation issues
- Passion for the FWF mission

Please send a cover letter and resume to: Michelle Forman, Operations Manager, at michelle@fwfonline.org and cc Preston Robertson, President and CEO, at preston@fwfonline.org. Our phone number is (850) 656-7113.

Note: This position is open from October 19, 2021 until filled.