

Social Media Coordinator

Remote
Full Time
Marketing
Entry Level
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Social Media Coordinator

Location: Remote – USA

Preference given to Minneapolis/St. Paul, MN metro residency

Application deadline: Interviews will be conducted on a rolling basis

Anticipated start date: As soon as available

Pheasants Forever and Quail Forever (PF & QF) are non-profit organizations dedicated to the conservation of pheasants, quail and other wildlife through habitat improvements, public access, education, and conservation advocacy.

Job Description:

This position will manage both Pheasants Forever and Quail Forever’s social media strategy, execution, analytics, paid strategy, and evaluation. The goal for this position is to help conceptualize and deliver timely and engaging campaigns and content to our organization’s supporters through multiple channels in an organized and cohesive way. The ideal candidate must be able to lead and collaborate with a wide variety of coworkers, volunteers, and external partners with the goal of educating, inspiring, and expanding our community of upland habitat conservationists. The position requires advanced knowledge of social media, attention to detail, creativity, critical thinking, strong communication skills, and an analytical mind. This individual will serve as the voice for our organization across our social media channels, showcasing a personal ethic matching our organization’s work, mission, and values. Therefore, our ideal candidate will have a strong understanding of wildlife habitat conservation, upland bird hunting, general hunting ethics, and bird dogs.

Responsibilities:

- Develop, manage, and evaluate engaging content on Pheasants Forever and Quail Forever’s Facebook, Instagram, X, YouTube, LinkedIn, and Thread channels.
- Supporting social content capture, including filming and editing of social-only content.
- Establish baselines and subsequent goals for messaging engagement and audience activation on our social media channels.
- Help establish incremental growth of followers across all social media channels.

- Collaborate with writers, designers, and videographers to ensure content is informative and appealing.
- Establish reports and metrics to test current and new messaging to determine areas of success and opportunities for growth.
- Grow a pipeline of upland community members through our social channels.
- Stay up-to-date with new digital technologies and social media best practices.
- Track corporate partnership social deliverables, as well as seek out and foster new corporate partnership opportunities.
- Generate interest, understanding, and support around Pheasants Forever and Quail Forever's mission and vision.
- Generate interest around hunting in support of our state agency partners, license sales, and R3 efforts.
- Coordinate, manage, and sometimes create social media assets related to membership, philanthropic giving, special events, and public awareness campaigns with the help of our graphic design and video production teams.
- Increase membership activation and philanthropic giving through our social channels.
- Assist in pre-production and some production and post-production for video assets for social media.
- Assist the marketing manager and front-end web developers with posting and reporting on content found within the organization's website.
- Train co-workers and volunteers to effectively utilize social media tools through presentations, state meetings, and video meetings.
- Represent the organization in person at events, including our National Pheasant Fest & Quail Classic, sport shows, chapter banquets, etc.
- Understand the organization's mission and strategies in order to promote Pheasants Forever and Quail Forever to members, prospective members, customers, and the public.
- Work independently with partners, writers, designers, and videographers to develop and finalize social media campaigns.
- Community management of social media audience including messaging, comments, collaborations, and User Generated Content.
- Work closely with the public relations and government affairs teams to effectively deliver our mission and advocacy updates to our social media audiences in a timely manner whenever news breaks.
- Identify and utilize relevant trends to increase engagement.
- Identify relevant stories, news, or conversations being had throughout the outdoor and upland space.
- Be willing to be a visual representation of our organization on social media channels.
- Manage all aspects of our paid strategy including planning, development & implementation.
- Other marketing communications duties as assigned.

Required Experience

- Bachelor's degree or equivalent in experience in communications, public relations, marketing, or related field.
- At least one year of professional experience in social media, communications, public relations or marketing position.
- Strong written, verbal, interpersonal and customer relations skills.
- Organized, detail oriented, hard-working with proven team building experience.
- Exhibit a deep understanding of social communities and are an active participant in them
- Knowledge of outdoor, hunting, and conservation communities

Preferred Experience:

- Proficiency in photography and videography for social media assets.
- Proficiency in photo and video editing for social media assets considered a bonus.
- Proficiency in graphic design (Adobe, Canva, etc.) for social media assets considered a bonus.
- Understanding of SEO and web traffic metrics.
- Strong background in upland hunting and bird dogs

Work Type:

Full Time, 40-hours/week.

Position is remote, with option for hybrid in-office, if desired.

Salary Offered:

\$55,000-\$65,000 Commensurate with qualifications and experience, plus benefits:

- Health, vision, dental and more insurance coverage plans available.
- 401(k) Retirement plan with an employer match of up to 5%.
- Student Loan Assistance program of up to \$200/month for eligible employees.
- Paid Time Off accrued at 15 days (120 hours) per year for new employees (increasing after 3 years).
- Bereavement/Family/Sick Leave of 6 days (48 hours) per year.
- 13 Paid holidays.
- An Employee Benefit Summary can be found on our Careers page at www.pheasantsforever.org/careers .

To Apply: Visit our website at: www.pheasantsforever.org/jobs

ONLY ONLINE APPLICATIONS WILL BE ACCEPTED. Please combine your cover letter that outlines your experience and interest in this position, resume, and 3 references, into one PDF file before uploading to the "Resume" area of your application on our Recruitment website. If you have questions about this position, please contact Andrew Vavra at avavra@pheasantsforever.org .

Pheasants Forever, Inc and Quail Forever is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, status as a protected veteran, status as a qualified individual with disability, or any other category that may be protected by law.