

*CAVU (Climate Advocates Voces Unidas) is seeking a Digital Media Specialist to support CAVU's communications efforts about climate issues in the state of New Mexico. This is a part-time position for 15 hours a week. The ideal candidate will have a passion for storytelling, a strong instinct to think outside the box and experiment with new ideas, working knowledge of current digital advocacy best practices, and a commitment to supporting those most marginalized by public policies and institutional practices.*

## **Digital Media Specialist Job Responsibilities:**

- ❑ Help execute a results-driven social media strategy in line with CAVU's brand and mission.
- ❑ Assist in the creation and editing of organic social content.
- ❑ Develop and curate engaging shared, original, and repurposed content for Instagram and Facebook.
- ❑ Collaborate with the marketing team to execute our communications calendar.
- ❑ Maintain a unified brand voice across multiple social media channels.
- ❑ Coordinate with Media Director on content design, message, and rollout.
- ❑ Cultivate organic engagement via CAVU's social channels with partners and followers and respond to social media messages, inquiries, and comments in coordination with the Media Director.
- ❑ Attend occasional in-person events outside the organization such as partner meetings and mission-aligned advocacy events, typically in Albuquerque or Santa Fe, to gather content for social.
- ❑ Monitor social media for industry/culture trends, then leverage select trends to repackage and further CAVU's mission and initiatives.
- ❑ Assist in developing and managing social media marketing and influencer marketing strategy.
- ❑ Build email blasts in MailChimp per guidance.

## **Qualifications and Skills:**

- ❑ Passion for social media and proficiency with prominent and emerging social media platforms and management tools
- ❑ An eye for design: familiarity with video editing and design apps, digital media formats, and basic "no-code" web development (WebFlow and WordPress)
- ❑ An ear for social listening and opportunities for intersectionality
- ❑ Ability to message sensitive issues with attention to tone and nuances, with assistance/approval from the Media Director and Deputy Director
- ❑ Ability to understand historical, current, and future trends in the digital content and social media space
- ❑ Strong copywriting and copy-editing skills
- ❑ Top-notch oral and verbal communication skills
- ❑ Excellent time management skills with the ability to multitask
- ❑ Detail-oriented approach with the ability to work under pressure to meet deadlines
- ❑ Preference for fluency in written and spoken Spanish or Diné

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## Education and Experience:

- ❑ Bachelor's degree in a related field or 2-years experience in a related field
- ❑ Demonstrated experience with social media marketing or content development  
Experience working with diverse communities
- ❑ Direct experience using social media management tools (Hootsuite, Sprinklr)
- ❑ Experience with Microsoft Office (Excel, Outlook)
- ❑ Experience with Adobe Creative Cloud (Photoshop, Premier Pro) or equivalent creative software a plus
- ❑ Location: remote, preferably in the Albuquerque area

**Work Location:** CAVU is a work-from-home organization. The job requires a personal computer, smartphone, and access to a reliable internet connection. When in-person activities can resume safely, we would like this position to be able to attend occasional events in the state, as well as occasional in person staff meetings and meetings with the Media Director and Deputy Director in person. We strongly encourage people of color, persons with disabilities, women, LGBTQ+ individuals, and candidates with diverse lived experience to apply.

To apply, please submit a resume, and a cover letter to Staci Stevens at [careers@cavu.org](mailto:careers@cavu.org). Submission of a portfolio is encouraged but optional. We will begin reviewing applicants on August 15, 2022 and the position will remain open until filled.

CAVU is committed to building a culturally diverse community of staff dedicated to creating an inclusive workplace. We are an Equal Opportunity employer, including veterans and individuals with disabilities.

**Pay range:** \$21-\$28 an hour depending on experience and skills, plus vacation, sick, and paid holidays.

*CAVU (Climate Advocates Voces Unidas) is a 501(c)3 nonprofit organization that inspires community engagement in locally-led climate solutions through visual storytelling and educational programming. CAVU has been working locally, regionally, and internationally for over 16 years. CAVU uniquely blends science and personal stories to reconnect people with each other and the planet they live on. We believe elevating diverse voices is an antidote to prejudice, partisanship, and cynicism when working on environmental and social justice issues.*