

Social Media Curator

Are you interested in helping us grow our social media audience? Do you have a good understanding of Instagram, Twitter, LinkedIn, Facebook and Bluesky and know how to engage people on these platforms? Have you had experience using social media management tools such as Buffer? We are looking for a Social Media Curator to join our Social Media Team and help us to continue to grow our Conservation Optimism community.

Time commitment: 3-6 hours per week

Responsibilities (split between the social media team as seen fit):

- Supporting in the management of the Conservation Optimism social media channels (Instagram, Twitter/X, LinkedIn, Facebook and Bluesky);
- Designing and posting graphics and videos (including Instagram posts, stories and reels, as well as assets for the other 4 channels);
- Writing captions/copy for posts, tweaking this for the relevant channel;
- Promoting posts/stories;
- Monitoring and reporting social media metrics;
- Scheduling posts using Buffer;
- Connecting and interacting with followers;
- Monitoring the social media email inbox and responding to emails and enquiries;
- Designing interactive content (eg. quizzes), especially for specific themed days/events (eg. Earth Day);
- Attending virtual meetings.

Ideal Qualities:

- Creative;
- Strong attention to detail;
- Good organisational skills;
- Able to work well within a small team;
- Experience in social media management and community building;
- Previous experience with design software (Canva and/or Adobe suites) is desirable but not essential;
- An interest in conservation and the environment.