

# Wolf Park

## *Social Media Content Coordinator*

**Position Title:** Social Media Content Coordinator

**Location:** Wolf Park, Battle Ground, IN

**Reports to:** Public Engagement Director

**Position Type:** Part-Time (Estimated 20 hours per week)

**Pay Rate:** \$15 per Hour

## Job Overview

The Social Media Content Coordinator is a creative and dynamic role responsible for maintaining and elevating Wolf Park's presence on social media platforms, particularly Facebook and Instagram. This position focuses on creating engaging, mission-aligned content that showcases Wolf Park's ambassador animals, programs, and conservation efforts. The ideal candidate is a self-starter with a deep understanding of social media trends, a talent for storytelling, and the technical skills to produce high-quality visuals, videos, and reels.

## Key Responsibilities

- **Content Creation & Management**
  - Develop innovative, engaging, and mission-aligned content for Facebook, Instagram, and other platforms as needed;
  - Create and edit reels, videos, and graphics to capture the attention of diverse audiences while promoting Wolf Park's programs and initiatives;
  - Write compelling captions and posts that resonate with followers and reflect Wolf Park's voice, mission, and values;
  - Plan and maintain a consistent posting schedule to ensure regular, high-quality content.
- **Trend Monitoring & Strategy Development**
  - Stay up to date on social media trends, platform updates, and best practices to keep Wolf Park relevant and engaging;

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- Identify opportunities for new campaigns or content strategies based on emerging trends and audience interests;
- Collaborate with the team to align social media efforts with broader marketing goals and initiatives.
- **Campaign Management**
  - Assist in the design and execution of social media campaigns to promote events, fundraising initiatives, and educational programs.
  - Track campaign performance metrics and adjust strategies to optimize engagement and reach.
- **On-Site Content Capture**
  - Be on-site regularly to document and create content featuring Wolf Park's ambassador animals, staff, volunteers, and visitors;
  - Coordinate with animal care and education teams to highlight programs, tours, and special events in real-time.
- **Engagement & Community Building**
  - Actively engage with followers by responding to comments, messages, and inquiries in a timely and professional manner;
  - Foster a sense of community by encouraging user interaction and showcasing follower-generated content.

## Required Qualifications

- Proven experience managing and creating content for social media platforms, particularly Facebook and Instagram;
- Strong understanding of social media trends, algorithms, and best practices;
- Proficiency in video editing, photography, and graphic design tools (e.g., Adobe Creative Suite, Canva, or similar);
- Excellent written communication skills with a knack for storytelling;
- Ability to self-manage, prioritize tasks, and consistently meet deadlines without the need for constant oversight.

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### Preferred Qualifications

- Familiarity with wildlife conservation, education, or nonprofit organizations;
- Experience launching and analyzing social media campaigns to drive engagement and conversions;
- Knowledge of SEO and social media analytics tools (e.g., Meta Business Suite, Google Analytics).

### Working Conditions

The Social Media Content Coordinator will work primarily on-site at Wolf Park, capturing and creating content that highlights the park's ambassador animals, programs, and events. This role involves both indoor and outdoor environments, requiring adaptability to varying weather conditions while filming or photographing on location. The position may include regular interaction with staff, volunteers, and visitors to gather engaging stories and visuals for social media platforms. Weekend and evening availability may occasionally be required to cover special events or programs. The ideal candidate will thrive in a fast-paced, creative environment that blends hands-on content creation with mission-driven storytelling.

### How to Apply

Interested candidates are invited to submit their cover letter and resume to [careers@wolfpark.org](mailto:careers@wolfpark.org). Please also include samples of your social media content and other relevant work.

***Wolf Park is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive working environment for all employees.***