



Social Media Coordinator

Status: Part Time – 22 Hours/Week – Permanent – Non-exempt
Hourly Wage: \$20/hour
Reports To: Marketing Director

The Land Trust of North Alabama seeks a creative, mission-driven Social Media Coordinator to help expand our digital presence and strengthen community engagement across all platforms. This part-time position plays an essential role in telling the story of our preserves, programs, and conservation impact through high-quality content and strategic digital communication. This position reports to the Marketing Director.

Responsibilities:

Primary duties include: 1) Lead the Land Trust’s social media strategy through high-quality content creation, digital advertising, and community engagement. 2) Build and maintain a strong, authentic online presence that reflects our mission and inspires people to explore, support, and get involved with our work.

Specific responsibilities include:

- Design, implement, and manage social media ad campaigns across platforms (Facebook, Instagram, Meta Ads Manager, Google Display Ads).
- Monitor, analyze, and report on ad performance to support data-driven decision-making.
- Capture and curate photos and videos from preserves, events, and organizational activities.
- Conduct quarterly photoshoots to build a well-organized, high-quality digital asset library for marketing use.
- Create, schedule, and publish engaging content across all social platforms.
- Collaborate on social media partnerships, cross-promotions, and ambassador relationships to expand reach.
- Monitor and respond to comments, messages, tags, and mentions promptly and in alignment with our mission and voice.
- Build relationships with followers and foster a positive, welcoming online community.
- Support broader marketing goals, campaigns, and events as requested.
- Assist with content for the website, newsletters, and publications when needed.

- Other duties as assigned.

Job Qualifications:

- Bachelor's degree in marketing, communications, public relations, or related field preferred
- Enthusiasm for conservation, outdoor recreation, and the mission, goals, and values of the Land Trust
- Strong photography and videography skills; ability to capture high-quality, compelling outdoor content
- Proficiency using Microsoft Office (Excel, Word, PowerPoint), Canva, and Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Familiarity with Meta Business Suite and Meta Ads Manager
- Creative, proactive, and able to work independently as well as collaboratively
- Excellent written and verbal communication skills with strong attention to detail and storytelling
- Ability to manage multiple projects, meet deadlines, and adapt to changing priorities
- Ability to communicate and collaborate effectively with diverse audiences
- Ability to work well with community partners, ambassadors, and content creators
- Ability to work occasional evenings and weekends as needed

Hourly Wage and Benefits: \$20/hour

To Apply:

Please send a resume, cover letter, and samples of your work to jobs@landtrustnl.org.

- In your cover letter, please include a brief statement regarding your experience with the primary duties for this position.
- Samples of marketing work should include 2 graphic design examples and 5 photography examples.
- If you are selected for an interview, please expect the possibility of two interviews for this position. The first will be with the Marketing Director, followed by a second interview with the Executive Director and additional staff members. We will do our best to work around your schedule.

Applications will close on Friday, January 16, 2026 at 5 PM.