



# Alaska Wildlife Conservation Center

## Social Media Manager

Status: Full-time, year-round

FLSA Status: Non-exempt

Reports To : Director of Operations

Wage: \$24/hr, DOE

The Social Media Manager will directly report to the Director of Operations, working closely with the Director of Sales & Marketing to promote the Alaska Wildlife Conservation Center via social media, as well as provide administrative and event support, and other duties as assigned.

### GENERAL RESPONSIBILITIES

- Manage the Alaska Wildlife Conservation Center's social media accounts on Facebook, Threads, Twitter (X), LinkedIn, YouTube, Pinterest, TikTok, and Instagram. Duties include social media marketing, daily content creation, replying to comments, driving engagement campaigns, creating Facebook lives, Instagram stories, and engaging videos.
- Create blog content and post twice-monthly on the AWCC's website blog.
- Monitor and reply to AWCC reviews on Google and TripAdvisor.
- Assist in maintaining and developing the photo & video library for social media & marketing purposes.
- Support the AWCC with tours and educational programming as-needed.
- Assist with AWCC events.
  - Maintain extensive knowledge of AWCC's facility rental information and offerings.
  - Support via early and late MOD events shifts as needed.
  - Support by giving site tours for potential renters.
  - Perform frequent check-ins with event POC to maintain a high level of customer service.
- Assist with website updates when needed, primarily during weather closures.
- Support Retail and Admissions departments as needed; cash handling and register operation.
- Serve as Manager On Duty (MOD), to act as point of contact for AWCC staff and visitors during emergencies, and for events/facility rentals.
- Support the Administrative Manager with answering the AWCC phone line and AWCC email inbox, respond to inquiries, and forward to appropriate team members.
- Support team with editing and proofreading of educational content.
- Other duties and cross-departmental support as assigned.

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## QUALIFICATIONS

- Experience with Microsoft Office including: Word, Excel, and Publisher.
- Experience using Adobe, Photoshop, and Canva.
- Experience and knowledge using Meta Business Suite
- Excellent communication, guest service, and time management skills.
- Able to organize, plan for and manage assigned workload.
- Ability to work effectively in a fast-paced and multi-tasking, guest-oriented environment.
- A team player and a self-starter, able to work independently.
- Ability to listen, learn, understand, and follow instructions and directions.
- Must possess positive attitude and respectful attitude.
- Available to work varying shifts/hours based on business need, including evenings, weekends, & holidays.
- Must have a valid driver's license with an acceptable driving record.
- Must be eligible to work in the United States
- Must provide proof of Tetanus Vaccination.

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## PREFERRED SKILLS

- 1 yr. experience working in a professional office environment
- Knowledge and experience in modern social media outlets
- Bilingual or Multilingual skills ideal, but not required

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## BENEFITS

- \$24/hour pay rate
- **9 paid holidays including:** New Years, Easter, Memorial Day, Independence Day, Labor Day, Thanksgiving, Christmas, Christmas Eve, and the employee's birthday.
- Medical, dental and vision insurance.
  - **The AWCC covers 100% of the premiums for the employee.**
- Sick Leave
- **PTO package** up to 2 weeks in first year of employment
- 403-b retirement option, matching 3% after 1 year of service
- Approval for **remote work up to one day per week**, dependent on season.
- Free on-site, bunk style housing included until April 30th, 2024.

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DATE: \_\_\_\_\_

EMPLOYEE PRINTED NAME: \_\_\_\_\_

EMPLOYEE SIGNATURE: \_\_\_\_\_