



POSITION: DIGITAL CONTENT SPECIALIST

The Kiawah Conservancy seeks candidates for the position of Digital Content Specialist. This full-time position is open until filled.

About Kiawah Conservancy: The Kiawah Conservancy (Conservancy) is an accredited and well-respected local land trust, having protected 2,273 acres on and around Kiawah Island, South Carolina. For over 20 years, the Conservancy has worked to protect important natural habitats for plants and wildlife, to research the ecological components that contribute to the sustainability of Kiawah Island's unique flora and fauna, to implement habitat restoration programs, and to connect people with nature. The Kiawah Conservancy maintains an office with a full-time staff of four on Kiawah Island, and is an equal opportunity employer that values diversity of all kinds in the workplace. Visit kiawahconservancy.org for more information.

About the Position: This position reports to the Executive Director and will coordinate with the Public Affairs, Communications and Education (PACE) Committee Chair, Education Committee Chair, and Communications Coordinator to manage the Kiawah Conservancy's online presence through the use of digital media software and visual communication skills. Candidates for this position will be prepared to provide assistance in a variety of roles, with a focus on digital content marketing. We're looking for a creative and energetic employee who is passionate about the Internet, digital media, and content. The successful applicant will think outside the box, enjoy building relationships, have an active online presence, and love sharing what they create. We have a trusting and flexible work culture, but it comes with responsibility. You'll need to be the type of worker who is disciplined enough to get things done without someone watching over your shoulder. In addition, we take great pride in providing our donors with white glove, quality service. Individuals working for us must have excellent client relation and interaction skills, the ability to work under pressure with tight deadlines, and excellent problem solving skills while presenting a professional appearance and demeanor at all times. Intelligence, attention to detail, organizational skills, teamwork, flexibility, and good judgment will be critical to success. In addition to working with our staff, you will also have frequent interaction with volunteers, the Conservancy's Board of Trustees, and community partners. The position will require a mix of office and administrative work, as well as fieldwork.

Key Responsibilities:

- The development and maintenance of the Conservancy's website, blog, electronic newsletters and other email campaigns, social media campaigns, and other digitally produced materials.
- Desktop publishing, which involves editing digital images, designing page layouts for digital content, and using electronic publishing software.
- Research, plan, and implement creative content campaigns
- Video creation and editing for digital content.
- Responsible for writing and posting content on the Internet. Need to know online marketing techniques like search engine optimization (SEO).

- Identify target audiences and find the best ways to present information to these audiences.
- Engage influencers and manage our online community by responding to comments, and overseeing customer service across all platforms.
- Analyzing data to determine whether social media campaigns have achieved their objectives.
- Online trends continue to advance, so a key duty of this position is keeping track of developments to make the most of emerging technologies. The need to learn new things and implement innovative media campaigns is ongoing. Research will also be part of the job, particularly whenever timely content needs to be posted.

Other Responsibilities:

- Attend Conservancy staff and committee meetings.
- Actively engage with residents and community partners via social media.
- Work with other Conservancy staff members, as needed.

Required Attributes, Expectations, Technical Skills, and Competencies:

- Bachelor's degree in a related field.
- Experience developing, designing and maintaining websites.
- Experience working with and developing a marketing plan.
- Experience developing social media strategies.
- Ability to develop the right voice for each social media platform.
- Proven ability to build social media communities.
- Experience as a Brand Manager on social media.
- Understanding of graphic design principles.
- Working knowledge of Adobe Creative Suite programs.
- Excellent skills in video recording and editing.
- Excellent written communication skills
- Creative minded, readiness to try new things, and willing to share your ideas.

Compensation and benefits: Salary commensurate based on experience.

How to apply: Please email a single PDF with your cover letter, resume and list of three references to: donna@kiawahconservancy.org.

No phone calls please.

The Kiawah Conservancy is an equal opportunity employer and will not discriminate because of race, creed, color, national origin, sex, age, disability, sexual orientation, or marital status.