



Fish and Wildlife Restoration Social Media Storyteller

The B.C. Wildlife Federation is British Columbia's leading conservation organization. As a province-wide member-driven charitable organization, with over 43,000 members and more than 100 member clubs, our organization represents the interests of all British Columbians who aim to protect, enhance and promote the wise use of the environment for the benefit of present and future generations.

The B.C. Wildlife Federation's Fish and Wildlife Restoration program is looking for a Storyteller to share our news, tell our story and engage our members, clubs, conservationists, hunters, anglers, hikers, campers and the public. The program deals with fish, wildlife and habitat restoration advocacy and projects, as well as access related issues (camping, fishing, hiking, and hunting).

Social Media Storyteller Responsibilities:

- Oversight and coordination of channel content on Facebook
- Content creation and post development
- Approval and scheduling
- Sharing channel content on other groups
- Working with external and internal partners
- Engaging BCWF members and clubs via social media
- Social listening, monitoring and engaging with followers
- Social media reporting
- Monitoring and updating social media strategy in collaboration with Communications Coordinator
- Execute results-based social media strategy

The role of the Storyteller is a part-time contract position, wages and hours to be negotiated. The workload and schedule is highly variable, dependent upon emerging issues. The Storyteller must be adaptable and able to work late-nights and weekends.

Qualifications/Skills

- Proficiency with major social media platforms
- Proficient with video editing, photo editing and creating infographics
- Ability to effectively communicate information and ideas in written and verbal format
- Excellent social listening
- Knowledge or a willingness to learn about hunting, angling
- Ability to multitask and work under pressure to meet deadlines
- Team player

Education and Experience Requirements:

- Degree or diploma in marketing, communications or related field
- 2 years of experience with social media marketing

HOW TO APPLY

If you are interested in a fast-paced environment, engaging with hunters, anglers and the public and a passion for conservation to send your resume and samples of your social media to jessezeman@gmail.com.

Please use subject line: BCWF Social Media Storyteller

Applications will be accepted until April 5, 2021. Interviews will be scheduled shortly after the application deadline.

We kindly ask that applications be sent by email only – no phone calls, please. Only applicants who are considered for an interview will be contacted. Due to Covid-19 restrictions, interviews will be conducted over video conferencing.