

**Friends of Acadia, Acadia Digital Media Team
Social Media Specialist
Acadia National Park, Bar Harbor, Maine**

Compensation and hours: \$15/hr, 40hrs/week

Service Period: June 1-August 23, 2021

(1 position available)



Friends of Acadia is accepting ADMT Social Media Specialist applications for the 2021 summer season. The Social Media Specialist will work closely with the Acadia Digital Media Team and the FOA Digital Media Manager. The Social Media Specialist will work to produce engaging and educational content for FOA's social media accounts, including but not limited to Facebook, Instagram, and TikTok. The ADMT Social Media Specialist will be responsible for co-developing and implementing FOA's social media strategy to increase online presence and engagement of FOA and Acadia National Park.

Creating Original Social Media Content- 50% of work duties

- Generate, edit, publish, and share educational and engaging content daily on various platforms (e.g., original text, photos, videos, and news updates).
- Collaborate with other seasonal FOA teams on projects.
- Responsible for storyboarding and creating original content, managing posts, and responding to followers.
- Create projects that highlight park resources, programs, history, visitor experiences, and Leave No Trace principles.

Editing/Organization - 30% of work duties

- Utilize the FOA SmugMug account to find images for various social media campaigns.
- Writing complete AP Style caption on all images.
- Organize provided external hard drive with projects worked on.

Live-Streaming - 10% of work duties

- Use the SlingStudio and cellphones to produce live stream videos for the annual meeting, Acadia Week, and other events for social media sites such as Facebook Live.

Interpretation and Education- 5% of work duties

- Manage the Digital Media Interpretive Kit at the popular Peregrine Falcon Watch in ANP.
- Attend NPS training on radio operating procedures and the handling of emergencies.
- Attend Leave No Trace leader training.

Administration- 5% of work duties

- Keep records of hours worked and miles logged.
- Assist coordinator with the formal presentation and end-of-season reporting.
- Assists with ANP and FOA special events: Fourth of July Parade, the annual meeting, benefit, etc.
- Other duties as assigned.

Desired Qualifications:

- Knowledge and experience with Facebook, Instagram, and TikTok.
- Excellent copywriting skills, communication skills, and analytical and multitasking skills
- Ability to deliver creative content (text, images, and video)
- Knowledge of SEO, keyword research, and Google Analytics
- Suggest and implement new features to develop brand awareness, like promotions and competitions.
- Up-to-date with current technologies and trends in social media, design tools, and applications.
- Creative and able to translate that creativity into cohesive storytelling edited for use on various platforms.
- Able to receive constructive criticisms and use that to better one's work.
- Experience at fostering a positive learning environment for others.
- Good project management skills – the ability to see a project through concept to implementation and evaluation in a collaborative decision-making environment.
- Capable of carrying at least 20 lbs of gear while hiking moderate to steep trails.

Preferred Qualifications: Marketing, social media management, or relevant field experience preferred.

Uniforms/Equipment: The Social Media Specialist will be provided with uniform shirts, a light jacket, and hiking boots, but must supply their own raingear and pants/shorts appropriate for hiking in all conditions at Acadia National Park. Employees must adhere to the Acadia National Park grooming standards. Technological equipment provided.

Requirements: Valid Driver's License is needed and must have a reliable vehicle for travel to/from work and assignment sites. Applicants will be expected to use their own automobiles and will be reimbursed for mileage beyond their daily commute to the FOA office. Current students or recent college graduates are encouraged to apply. If selected for an interview, applicants will be asked to provide a social media projects portfolio—sending these with an initial application is a plus. Applicants must be available for the entire employment period.

Compensation: \$15/hr paid every two weeks. Relocation and transportation stipends may be available upon demonstrated need; please inquire with the application. **Housing:** Applicants will be expected to find their own housing on or near Mount Desert Island. **Work Environment:** Some of the work is performed outdoors and may involve moderate risks or discomfort. Occasional night and weekend assignments.

Application instructions: Submit cover letter, resume, and references, and links to relevant work in a **single PDF document** titled “[last name]_SocialMediaApplication” to Julia Walker Thomas at julia@friendsofacadia.org with “ADMT Social Media Specialist” in the subject line by **January 31, 2021**. Call Friends of Acadia at (207) 288-3340 or 1-800-625-0321 or email info@friendsofacadia.org with questions. Friends of Acadia is an Equal Opportunity Employer.



Friends of Acadia is an independent nonprofit organization founded in 1986. Its mission is to preserve the outstanding natural beauty, ecological vitality, and cultural distinctiveness of Acadia National Park and the surrounding communities, and thereby to ensure high-quality experiences for visitors and residents.