

2024-2025 AmeriCorps Member Position Description



Partner Organization Name: Coalition to Restore Coastal Louisiana

Corps Member Position Title: Social Media Coordinator

Supervisor: James Karst

Days/Hours of Service: Monday – Friday from 9-5; with some nights and weekends required.

Physical Location: 3801 Canal Street, Suite 400 New Orleans, LA 70119

Organization Mission and/or Goals:

Mission: To unite people in action to achieve a thriving, sustainable Louisiana coast for all.

Purpose: To sustain as much of Louisiana’s coast as possible despite climate change and other factors causing land loss. In pursuit of this overarching goal, we build support for restoration, increase public awareness of CRCL in order to extend our influence and strengthen our organizational capacity.

Program Mission and/ or Goals:

The mission of CRCL’s communications department is to effectively further the reach of CRCL while building awareness and educating the public on coastal issues so citizens can effectively engage with and support local restoration efforts. The department is responsible for maintaining consistent brand identity and ensuring all communications that are sent on behalf of the organization are factual and consistent with the organization's mission.

Member Position Summary:

Social Media Coordinator. This person in this position will increase CRCL’s audience to build awareness of coastal land loss and potential solutions; to generate participation in boots-on-the-ground restoration events; to promote the organization’s work; and to build brand awareness.

Their primary mission will be to post often and regularly on our social media accounts, in a way that is creative and, if warranted, fun and engaging, as well as to create digital content to be shared through various platforms. The coordinator will interact directly with other social media users as warranted and will have the overarching goal of simply garnering more support for our work by raising awareness.

This position is in alignment with our Strategic Plan, which lays out the strategic priorities of community connection and thought leadership; policy advocacy; partnerships; and strengthening our organization. The coordinator will track metrics (follows, profile views, shares, etc.) to gauge success and will adjust efforts accordingly to maximize our audience and our reach.

At the conclusion of the term, the coordinator will prepare a report or presentation on their term. The coordinator should be able to travel frequently into the field (such as to volunteer events and on monitoring/scouting trips) to create content such as short videos, photos or material for social media posts that will serve to illustrate the problem of coastal land loss or our restoration efforts.

Member Impact

The Social Media Coordinator will help CRCL connect with new audiences in south Louisiana and elsewhere. The coordinator will expand our audience on existing platforms and may move us into new platforms, ensuring that we have more people aware of our issues and our work.

The coordinator will post frequently on social media and engage directly with users. The coordinator will create and share content about coastal land loss; about different elements of the organization's work; about the team at CRCL and about our partners; about coastal restoration projects and proposals; about organizational events and partnerships. Simply put, more people will be involved in coastal restoration, and all supporters of the work will become more engaged and educated.

The coordinator will be evaluated in various engagement metrics: new followers, views, shares, for instance. The coordinator's success will also be measured through volunteer numbers and event attendance.

Essential Functions of Position:

- Create and share content on social media. We aim to post a minimum of three times per day on our major platforms, on average.
- Strategize about how best to attract more followers and engagement on various social media platforms.
- Share content from other coastal restoration organizations and partners.
- Collaborate with CRCL staff to share their work or introduce them on social media.
- Create images and videos to be used for social media and website purposes focused on Louisiana's many land loss and sea level rise issues and success stories.
- Join volunteer events, coastal flyovers, restaurant partners and monitoring events to create engaging content.
- Assist with special projects as they arise.
- Manage online calendar of events on organizational website.
- Coordinator must be able to operate tools including digital cameras and smartphones.
- Coordinator should be comfortable working outside and on boats. Ability to occasionally work atypical hours and weekends and to travel

Skills, knowledge and trainings the corps member should expect to gain from this position

- First aid training,

- Advocacy and Community Engagement Training
- Volunteer Management,
- Coastal and Environmental Science knowledge,
- Event Coordination Management,
- Networking opportunities, such as Coastal Day at the state Capitol and State of the coast Conference 2025,
- Field work experience, public speaking skills,
- DEIJ training opportunities.
- We also encourage members to identify opportunities to enroll in workshops of interest – such as Master Naturalists.

Ideal Candidate Qualifications

- An interest in climate adaptation, coastal environments, climate justice, planning, wetland restoration, flood protection and/or a similarly relevant field.
- Applicant must be able to grasp basic ecological principles and be able to explain them to others.
- Creativity and positivity, along with a willingness to experiment and have fun with our social media.
- Ability (or willingness to learn) to create video and other media content.
- Enthusiasm – must have a desire to play a positive role within the community exhibiting the appropriate social and interpersonal skills.
- Self-motivation – the applicant must be comfortable working without constant supervision.
- Ability to work in the field with varying weather conditions, remotely, and in an office environment behind a computer screen.
- Ability to use or learn digital camera and smartphone.
- Personable and comfortable interacting with the public.
- Detail orientated and able to manage time appropriately.
- Social media experience on a variety of platforms, typically including Facebook, Instagram, X, TikTok, LinkedIn, YouTube Familiarity and experience with Microsoft Office (Word, Excel, PowerPoint)
- Strong communication skills (both verbal and written).
- Comfortable working in office, remote, and field work settings
- Ability to work atypical hours and weekends, and occasional overnight travel
- This role does not require a college degree.
- Applicant strongly encouraged to possess a valid driver's license and personal automobile and to have a safe driving record.