

## **Position Description: Blogger/Social Media Specialist**

### **General Functions:**

The Blogger/Social Media Specialist helps disseminate Clean Water Action's message more broadly through the use of social media and blogs. This may include reposting or retweeting CWA posts/tweets, contributing relevant content of your own on CWA's and partner groups' pages, and/or posting videos and photos to Facebook, YouTube, Flickr, etc.

### **Position Background:**

With the majority of communications now happening online, a strong presence on social media is invaluable for any grassroots organization. While CWA staff regularly contributes to our blog and social media sites, we can always do better – and we're striving to do so.

### **Essential Functions:**

- Regularly serve as an echo chamber for CWA social media content by resending our posts/tweets to your network
- Periodically produce blog posts on topics and campaigns in which CWA is involved
- Engage existing environmental bloggers; find environmentally-minded people and topics and get their message out
- Collect and present other CWA activists' blog posts
- Contribute to CWA's and partnered organizations' Facebook and Twitter pages

### **Knowledge, Skills and Abilities:**

- Strong written communications skills, even when limited to 140 characters
- Familiarity with social media, blogs a must
- Advertising or marketing background helpful, but not required
- Familiarity with HootSuite, Seismic, TweetDeck, or other social media helper programs helpful, but not required

### **Time Commitment:**

Given the nature of social media, this position can be done entirely remotely and almost entirely on your own hours. However, this position does require regular communication with a CWA staff member.

### **How to Apply:**

Please forward resume to either:

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