

Job Title: Social Media Content Creator

Location: Southwest Louisiana (Remote/Hybrid)

Organization Overview: For a Better Bayou is leading the charge to transform Southwest Louisiana's economy and environment. Founded in 2023, we are a community-driven organization that envisions a future beyond extractive industries. We aim to foster a resilient, sustainable economy that nourishes and empowers the communities we serve.

Our work focuses on building local leadership, advocating for climate resilience. Through collaboration and grassroots organizing, we are creating a vision for a healthier, more equitable future.

Position Overview: We are seeking a passionate and creative Social Media Content Creator to join our team. In this role, you will be responsible for managing, editing, and writing engaging, educational content that highlights our mission, projects, and community initiatives. You will play a key role in building our online presence and fostering community engagement through attention-grabbing, approachable messaging.

Key Responsibilities:

- **Content Creation:** Develop and curate engaging social media posts, graphics, and videos that are educational, informative, and visually appealing, ensuring they resonate with our audience while promoting our mission.
- **Copywriting:** Write compelling, approachable copy for various platforms, including social media, newsletters, and our website, making complex environmental topics accessible and engaging.
- **Editing:** Review and edit content created by team members and collaborators for clarity, consistency, and alignment with our mission, ensuring all materials are both informative and appealing.
- **Community Engagement:** Interact with followers, respond to comments, and build a community of advocates around environmental conservation and sustainability, fostering an inclusive and welcoming atmosphere.
- **Collaboration:** Work closely with other nonprofits and community organizations to create joint campaigns and initiatives that educate and promote environmental awareness and conservation efforts.
- **Analytics:** Monitor and analyze social media metrics to assess the effectiveness of content and adjust strategies accordingly, focusing on engagement and educational impact.

Qualifications:

- Proven experience in social media management and content creation, preferably within the nonprofit or educational sector.

- Strong writing and editing skills, with an ability to adapt tone and style for different audiences while keeping content educational and approachable.
- Proficiency in graphic design tools (e.g., Canva, Adobe Creative Suite) and video editing software is a plus.
- Passion for environmental conservation and community engagement.
- Excellent organizational skills and the ability to manage multiple projects simultaneously.
- Strong interpersonal skills and a collaborative spirit.

Compensation: \$25.00-\$30.00 depending on experience

20-40 hours per week

Short term contract period 3 months with possible to turn to salaried position.

Why Join Us? By joining our team, you'll have the opportunity to make a meaningful impact in Southwest Louisiana while working with a dedicated group of individuals who share your passion for protecting our natural environment. Together, we can create a healthier and happier community for generations to come.