



## ACA | Canoe – Kayak – SUP – Raft - Rescue

503 Sophia St. Suite 100 | Fredericksburg, Virginia 22401

www.americancanoe.org | 540-907-4460

MAKING THE WORLD A BETTER PLACE TO PADDLE! SINCE 1880.

**Position Title:** Social Media Coordinator

**Department:** Communications

### **ACA Mission:**

Founded in 1880, The American Canoe Association (ACA) is a national nonprofit 501(c)(3) organization serving the broader paddling public by providing education related to all aspects of paddling; stewardship support to help protect paddling environments; and sanctioning of programs and events to promote paddlesport competition, exploration and recreation. The ACA has members in every U.S. state as well as in 30+ countries.

### **Department Overview:**

This position works with all ACA departments and staff members in regards to communicating the ACA message across online, digital and print media.

### **Position Description:**

The Social Media Coordinator (SMC) position has oversight over the creation and distribution of the ACA's online social media. The SMC position works with other staff, the general public, other organizations, and the media. The SMC must maintain professionalism through both written and verbal inquiries and must work with a high level of diligence and courtesy. This position reports to the ACA's Chief Operating Officer and Executive Director and lasts until August 31, 2018 with the potential to extend further.

### **Job Duties:**

- Daily management of all ACA social media outlets
  - Enhance and expand the ACAs online presence
- Manage portions of the ACA website
  - Update the homepage on a weekly basis
- Collect, organize and utilize photographs from events and State Directors for online, print and social media promotions
- Develop a comprehensive social media schedule
- Update the Monthly Social Media Statistics report
- Assist staff with sending eBlasts on a monthly basis
- Communicate appropriately and effectively with the general public
- Provide staff assistance at programs and events as needed
- Work related travel: 5%
- Other duties as assigned

### **General Qualifications:**

- Possess superb communication skills, both written and verbal (writing sample required)
- Experience with managing multiple, overlapping projects
- Ability to handle issues of a complicated / complex nature and create solutions to problems before they are presented to management
- Use creativity and attention to detail while handling multiple tasks and meeting assigned deadlines
- Ability to interpret policies and guidelines (with training)



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- Possess essential computer skills including email, excel, word processing, database management, and publishing software
- College degree required
- Ability to lift and move equipment and materials up to 50 pounds
- Be able to manage all personal care and mobility independently
- Must have a valid driver's license
- Enjoy working with people and contributing to a pleasant work environment
- Must be a self starter and able to develop projects that further the ACA's mission

### Position Qualifications:

- Possess the technological skills to manage and improve the ACA's presence throughout multiple social media outlets
- Ability to edit content and pictures from multiple sources
- Ability to layout content and pictures in the ACA's online social media platforms
- Ability to learn how to use the ACA's Content Management System (Your Membership) to send eBlasts and update the ACA homepage
- 2 to 5 years of previous experience in a similar or related position

### Compensation:

- This position is an independent contractor
- Salary: \$400 per month

### Writing Sample:

Please promote the following event three(3) ways - ACA National Paddlesports Conference ([www.americancanoe.org/NPC](http://www.americancanoe.org/NPC)).

- #1 - as if you were going to post to ACA's Facebook page
- #2 - as if you were going to post to ACA's Twitter account
- #3 - as if you were going to post to ACA's LinkedIn profile

### Additional Information:

- Typical work schedule: Project-based
- Location: ACA National Office, Fredericksburg, VA or ability to telecommute
- Expected start date: April 28, 2017
- This position is funded until August 31, 2018, with the potential to extend further

**I have the qualifications and am able to perform the essential functions of this job position.**

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date