SWATARA
WATERSHED ASSOCIATION

Newsletter and Social Media Coordinator
Volunteer Job Description

Job Description: The Newsletter and Social Media Coordinator will direct the distribution of the Swatara Watershed Association (SWA) newsletter and manage the SWA's social media accounts. They will develop graphic and narrative content for the newsletter as well as various social media platforms (e.g., Facebook, Instagram).



Swatara News

Basic Qualifications:

- Effective written and verbal communication skills
- Proficient use of popular social media platforms
- Strong organizational and time management skills
- Ability to form strong, positive professional working relationships with others
- Passionate about natural resource conservation

Additional Preferred Qualifications:

- Experience in sales or marketing communications
- Experience with Facebook and Instagram.
- Skills in creation of infographics in Canva or similar platform
- Experience managing a mailing list

Responsibilities:

- Attend monthly SWA meetings to discuss newsletter topics and content creation needs and schedule
- Communicate with other SWA members on their news, events, and needs for content creation
- Prepare infographics and narrative for social media posts
- Post to SWA's social media accounts on a reoccurring schedule
- Solicit SWA members and community members to author newsletter articles
- Organize, edit, and distribute newsletter on a quarterly basis

Time Commitment: 4-8 hours per month

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