

SOCIAL MEDIA Strategist

DESCRIPTION: Under general supervision and direction of the Environmental Education Specialist, the employee assists in social media through NRD facebook, instagram, Youtube, Snapchat, geo-filters and performs other related work as required.

EXAMPLES OF DUTIES/RESPONSIBILITIES: (a position may not be assigned all the duties listed, nor do the list of examples include all the duties that may be assigned.)

Identify and develop ways to communicate NRD programs, projects, events on Social Media

Identify and Track impact of NRD Social Media

Identify topics and work with Staff to produce NRD podcasts

Identify need and produce NRD videos in different program and project areas

Provide support with NRD website and promotional pieces

Assist with NRD public events

Assist as needed with NRD Environmental Education

KNOWLEDGE, ABILITIES, AND SKILLS REQUIRED: (These may be acquired on the job and are needed to perform the work assigned.)

Knowledge of the organizational structure, purpose, activities, priorities and goals of the District social media techniques.

Ability to utilize various social media platforms and methods for various audiences; recognize opportunity to educate public about various NRD programs/projects; identify impact of NRD social media presence.

Skills in: Adobe Creative Cloud Suite (Premier, Audition, InDesign, Photoshop); Windows/Office Environment. Effective communication, oral and written at levels understandable to the audience; multi-tasking to work on multiple projects; photography and videography.

Physical: Must be able to lift a minimum of twenty (20) pounds.

Must have valid Nebraska Drivers License.

Position Classification: Full-time employee.

To be considered please submit a letter of interest and a resume to Kristin Buntemeyer at jobs@lpsnrd.org or to the following address by 12 Noon, on Friday, August 6, 2021.

Lower Platte South NRD
Attn: Kristin Buntemeyer
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PO Box 83581
Lincoln, NE 68501-3581