

## Digital Content Manager

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### Description:

Galapagos Conservancy (GC) seeks a savvy Digital Content Manager to curate engaging, audience-specific content for GC's social media channels, online newsroom and blog to grow the organization's supporter base and online presence. This is a fantastic opportunity to apply your digital content creation skills in a rewarding conservation setting for a small but fast-paced NGO. The Digital Content Manager will report to the Senior Digital Marketing Manager, and the position is part-time (20 hours/week) with the potential to grow into a full-time position.

### Primary Responsibilities:

- Create a comprehensive content calendar for GC's social media channels, including Facebook, Twitter, and Instagram under guidance from the Senior Digital Marketing Manager;
- Write and post relevant channel- and audience-specific social media content in accordance with current trends and best practices, and in line with the organizational voice;
- Utilize social media analytic tools to review key metrics for GC to inform future content development;
- Research and curate timely, relevant content for GC's online newsroom; translate content as needed;
- Assist in editing and publishing blog submissions from guest authors as needed;
- Develop and/or oversee video creation of short mission- and project-driven content;
- Assist in managing organizational digital asset library and annual photo contest.

### Qualifications:

- Bachelor's Degree in Marketing, Communications, Journalism or related field;
- 2+ years' experience in social media management, ideally in a nonprofit setting;
- Fundamental understanding of current social media best practices and trends;
- Knowledge of Facebook's advertising platform required;
- Strong written communication and organizational skills;
- Proficiency in Microsoft Office Suite;
- Basic Photoshop or photo editing software experience preferred; video editing knowledge a plus;
- Experience working with WordPress or another CMS helpful;
- Ability to organize time, work independently and complete tasks in an effective manner;
- Demonstrated ability to think critically and synthesize data into tangible recommendations;
- Intermediate Spanish language proficiency helpful.

The Digital Content Manager should be an excellent communicator with savvy skills in creating engaging content on various social media channels (Facebook, Instagram, and Twitter, at a minimum). The successful candidate will create and maintain a dynamic content calendar and will be expected to synthesize data from social media channels to inform techniques and develop increasingly effective campaigns. Knowledge of best practices for specific channels and the ability to optimize them for maximum reach and visibility are essential.

The Digital Content Manager will also assist in researching relevant conservation-related stories from the Galapagos Islands and help create content for the online newsroom and blog editing, in line with the content calendar. Depending on skill set, the candidate may also develop or oversee creation of short video

clips to promote the organization. Additionally, Galapagos Conservancy maintains a digital library of images that the Digital Content Manager will help to oversee during the annual photo contest.

**Location:** San Diego, CA; Fairfax, VA; or remote.

**Hours per Week:** 20

**Compensation:** Commensurate with experience (\$20-25/hour)

**How to Apply:** Email your resume and a cover letter indicating your availability to [employment@galapagos.org](mailto:employment@galapagos.org). Make sure to describe your interest in nonprofit digital media and communication as it relates to the above description, as well as any specific related experience you have.

**Please include "Digital Content Manager" in the subject line.**

### **About Galapagos Conservancy**

Galapagos Conservancy leads a collaborative effort to balance conservation and community in one of the world's most remarkable ecosystems. We work with an international network of top-tier scientists, educators, policy makers and Galapagos residents on programs focused on achieving conservation and a sustainable society. Our work is made possible by our 12,000 members, most of whom have visited the Galapagos Islands.

A hallmark of GC's approach is its commitment to working in a highly collaborative manner with Ecuadorian governmental institutions, including the Ministry of Environment, the Ministry of Education, the Galapagos National Park Directorate, and the Governing Council of Galapagos, as well as local and international non-profit organizations.

In terms of organizational culture, GC offers a casual, yet dynamic, team-oriented work environment. Staff believes deeply in GC's mission and feels privileged to play an important role in protecting one of the world's true treasures. In this sense, GC seeks professionals looking to make a long-term commitment to the organization. Please peruse [www.galapagos.org](http://www.galapagos.org) to learn more about GC.