

## Digital Organizer

**The Beaver County Marcellus Awareness Community (BCMAC) is looking for an outstanding Digital Organizer to** increase and diversify the visibility and volunteer capacity of BCMAC by expanding and strengthening its website and social media outreach.

### **Position: Digital Organizer**

Reporting To: BCMAC leaders

Location: Flexible with preference given to candidates familiar with environmental issues faced by Beaver County residents.

### **Responsibilities**

- Amplify across all platforms messages related to petrochemical resistance issues such as the health, safety, economic and climate harms generated by the buildout of petrochemical-plastics manufacturing, including supporting fracking and cracking infrastructure.
  - Redesign the BCMAC Facebook Group Page and/or restructure it to maximize activity; post relevant news and events regularly, framing posts to invite interaction and track activity and followers for growth.
  - Create a BCMAC Facebook Page, maximizing activity as above and boost posts with high engagement. Create an Instagram account.
  - Build on BCMAC's current use of Mailchimp to set up a newsletter that can be published to BCMAC's website as a blog and shared on Facebook.
  - Train several BCMAC members on how to manage the Facebook group and page, website, YouTube channel, newsletter, Zoom, Instagram and Twitter.
- Recruit volunteers, stakeholders and partners for BCMAC using social media with a focus on incorporating people of color, young people, and labor.
  - Update and redesign BCMAC's website and coordinate it with social media to ensure timely responses to communications.
  - Coordinate platforms to facilitate online meetings that can move followers from passive to active engagement. Plan a Zoom (or post-COVID-19 in-person) meeting of followers and participants.
  - Plan an online (or a post-COVID-19 in-person) meeting of social media followers for online event.
  - Support other BCMAC grant hires and ReImagine Beaver County grant hires, as needed, in their work toward this objective.

**Qualifications:** Social media skills and dedication to the goals of BCMAC

**Length of Job/Internship:** 11-12 months, ending on August 31, 2021.

**Salary and Weekly Hours Negotiable**

**How to Apply**

Please email your resume and a cover letter by **Sept. 15, 2020** to:

[BCMAC.awareness@gmail.com](mailto:BCMAC.awareness@gmail.com)

BCMAC

P.O. Box 31

Ambridge, PA 15003

Include subject line: Digital Organizer

This is a part-time, contract position, ending August 31, 2021.

Compensation will be commensurate with contract work and experience of the applicant.

We are committed to diversity, equity, and inclusion and especially encourage members of underrepresented communities to apply.