



THE WILDCAT SANCTUARY



Role: Social Media Content Creator

Reports to: Donor Services Manager

Exempt status: FT – Non-Exempt

Position Overview:

As a creative and collaborative professional with a passion for storytelling and compassion for captive wild animals, this full-time, on-site position is responsible for creating content to support our marketing and fundraising efforts. Your role is to help bring the sanctuary to our supporters by developing a meaningful connection to our cats and our mission.

Key Responsibilities

- Photography & Video (~45%)
 - Serve as one of the sanctuary's photographers and videographers to create and produce compelling and meaningful content according to our fundraising plan and your individual assignments.
 - Create graphic treatments for marketing channels including photo cropping, watermark overlay, text treatments and simple program logos while adhering to TWS brand guidelines.
 - Maintain all of TWS' equipment and digital assets.
- Social Media (~45%)
 - Working closely with the Communication Specialist, create and manage daily social media posts, comments, and messages across all platforms in a manner that supports our education and fundraising programs and encourages increased engagement.
 - Ensure our social media channels are champions of the TWS brand and provide high-quality, donor experiences. Cultivate social media donors and followers in a way that is consistent with our personalized approach to donor services.
 - Provide on-going guidance and support to our Social Media Volunteer Team.
 - Stay current on trends, algorithm changes, and monetization opportunities to ensure our social media channels are optimized.
- Communication (~5%)
 - Ensure communication is consistent with brand standards and organizational messaging. Gain in-depth knowledge of the organization, sanctuary industry, and be a responsible steward of the information.
 - Use ethical creative writing to inform, educate, and motivate the public and our supporters.
 - Support our on-line Shopify store to supply "mission gear" for our supporters.
- Other duties as assigned (~5%)

Qualifications and Experience

- 2+ years of professional experience in communications or social media setting or related experience. Comfortable and engaging on camera.
- Photography and videography production skills with strong knowledge of photo and video editing software.
- Must have the ability to work as a partner collaboratively with external and internal parties.
- Persuasive and positive communicator with strong interpersonal and communication skills.



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- Strong customer service skills.
- Proficient in MS Office products, Apple and Android products, Adobe Creative Suite, Video Editing Software, Google tools, Drop Box, email, etc., as well as office equipment like copy machines and scanners.

Additional Expectations and Culture Fit

- Typical schedule is Monday-Friday with flexibility required for events, fundraising campaigns, volunteers, or other special opportunities (i.e., sunset/sunrise photo shoots)
- Adhere to Sanctuary policies, procedures, and protocols.
- Foster an open and inclusive work environment by modeling TWS behaviors and values, consistent with the vision, mission and strategic anchors of the organization.
- Willingness to do what is needed in the moment to benefit the animals and organization. (Regardless if it falls under job description.)
- Must be results oriented, self-reflective and take responsibility for actions.
- Friendly and outgoing personality with a willingness to guide, teach and learn from others, including interns and volunteers.
- Understanding this is a non-traditional, full-time position that requires a flexible, non-traditional schedule and commitment.
- Ability and desire to work in a fast-paced, ever-changing environment and embrace flexibility.
- Must be able to handle the physical and emotional aspect of work in a sanctuary and have high level of resiliency.
- Equipped to work outdoors in all northern Minnesota seasons (frigid winters & humid summers)
- Critical thinker who can offer recommendations and creative solutions.
- Attention to detail as it pertains to animal wellness and safety.
- Reliable transportation to our rural location in all four seasons is required.
- Willingness to accommodate TWS dogs and domestic cats in the workplace.
- The Wildcat Sanctuary is following all CDC guidelines. CDC states that receiving the COVID-19 vaccine is the best defense against the spread of, and severe illness due to, COVID-19. The Wildcat Sanctuary requires all animal care staff to be vaccinated. Exemptions made for medical or religious purposes.

Compensation and Benefits:

- Compensation: \$36,000-42,000 depending on qualifications
- 401(k)
- Health Insurance
- Vacation/Sick Time

How to Apply

- Please email your resume, cover letter and portfolio to outreach@wildcatsanctuary.org



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It is expected that employees of TWS support the mission and values of the Sanctuary. The employer reserves the right to modify, change or add to the duties of this job description at any time. The employee understands and acknowledges that this position is terminable at will at any time by TWS. All donor names and contact information remain the property of The Wildcat Sanctuary and cannot be taken or used. All graphics and proprietary information remain the property of The Wildcat Sanctuary and cannot be used for other purposes.