



Job Title: Social Media Marketing Specialist

Organization: Graceful Oaks Youth Ranch (GOYR)

Location: [Fort Lupton, CO – Remote & On-Site]

Type: Part-Time, Work Study Participant FINAL Social Media Marketing Specialist Job Description

About Graceful Oaks Youth Ranch (GOYR): Graceful Oaks Youth Ranch (GOYR) is a 501c3 non-profit organization established in 2015. We are dedicated to providing educational youth services and equine therapy and teaching students business operations and management. Our mission is to create a positive and nurturing environment for young individuals, fostering personal growth and development through hands-on experiences with animals and ranching activities.

Summary

We are seeking a creative and passionate Social Media Content Creator to join our team. The ideal candidate will play a crucial role in crafting compelling content for our social media platforms, with a focus on Facebook, Instagram, TikTok, and YouTube. The content created will address the unique needs of our audience and promote awareness of the programs and their benefits to our target audience of families, youth, teens, and young adults.

Skills

Social Media Platform Expertise

Interpersonal Communication

Teamwork & Collaboration

Analytics & Reporting

Key Responsibilities

- Develop engaging and informative content for GOYR's social media channels, including Facebook, YouTube, Instagram Reels, and TikTok.
- Create both long-form and short-form content that resonates with our target audience and aligns with the organization's mission.
- Collaborate with the leadership team to ensure content is consistent with brand guidelines and messaging.
- Monitor and respond to audience engagement, comments, and messages on social media platforms.
- Utilize analytics tools to track the performance of social media content and make data-driven decisions for optimization.

Qualifications

- Proven experience as a Social Media Content Creator with a portfolio of content created for other purposes.
- In-depth knowledge of social media platforms, including Facebook, YouTube, Instagram Reels, and TikTok.
- Strong storytelling and creative writing skills.
- Ability to create visually appealing and shareable content.
- Familiarity with youth issues, ranch operations, and other characteristics of our organization is a plus.
- Excellent collaboration skills.
- Excellent written/oral communication and interpersonal skills
- Ability to prioritize workload and meet deadlines within a fast-paced environment.
- Ability to work effectively in a team as well as independently
- A strong desire to exceed client expectations
- High personal integrity and uncompromising ethics

Hours & Compensation:

The Social Media Marketing Specialist is a work/study position, with a term beginning on March 1, 2024, and concluding on May 15, 2024. Estimated hours are between four (4) and twelve (12) per week. Weekly work schedules are variable and subject to the candidate's availability. Most work will occur remotely, at the individual's discretion. Some availability is required, Monday – Friday between the hours of 8:00 am and 6:00 pm, for collaboration with the GOYR management team. The contract is limited to a total of 60 hours.

This is an uncompensated position. Qualified Candidates will receive appropriate course credit and a letter of recommendation after successful completion of the contract. Additional benefits include access to GOYR activities and facilities, including horseback riding and interaction with the ranch livestock.

Interested Candidates:

Please complete this [Interest Form](#) and someone from the WBL team will contact you regarding next steps.