



## Volunteer Opening: Social Media Intern

Supervisors: Sarah Otterstrom & Eliza Woolley

Office Phone: 805-643-7044

Email: [eliza@pasopacifico.org](mailto:eliza@pasopacifico.org)

Times of Operation: 9 am-5 pm, Monday-Friday

Internship Location: Ventura, CA/Remote

Internship Hours: Estimated 4-6 hours per week

for 12-14 weeks for about 50 hours total (flexible)

### Organization Description

Founded in 2005, Paso Pacifico aims to restore and protect endangered dry tropical forest and coastal ecosystems in Nicaragua. By working with local communities, landowners, and partner organizations, we restore and protect the habitats that form building blocks for wildlife corridors. Paso Pacifico is led by Executive Director and Ashoka Fellow Sarah Otterstrom.

### Job Description

We are looking for a social media intern to develop content for various social media platforms, including blog posts, Facebook, Pinterest, Instagram, Twitter, and LinkedIn. An ideal applicant will have strong communication skills and possess strong knowledge of the digital media landscape. The successful candidate will be responsible for drafting short stories or captions on our blog and social networks and for selecting and possibly editing digital photography or video. Those looking to gain valuable online media experience with an established organization are encouraged to apply. This is an unpaid internship.

### Responsibilities and Duties

- Work with the on-site Data Manager to create engaging written, visual, and/or video content for social media and blog posts according to a consistent schedule
- Capture, analyze, and apply appropriate social metrics, insights, and best practices
- Work within the framework of our style guides
- Maintain order of media files on Paso Pacifico's cloud storage
- Research projects and issues related to social media and blog posts

### Required Skills and Characteristics

- Background knowledge in issues of biodiversity conservation and community development
- Excellent written and oral communication skills in English
- Basic knowledge of Photoshop (or similar image editing program)
- Working knowledge of Facebook, Twitter, Instagram, Pinterest, and Linked In
- Positive attitude, creativity, and willingness to learn
- Pays attention to detail

### Preferred Skills and Characteristics

- Spanish (basic to fluent)
- Video editing
- Intermediate to advanced Photoshop (or similar image editing program)
- Experience with SEO and social media analytics, including Google Analytics & Facebook Insights
- Experience in social media/marketing