



Role type: Volunteer
Hours per week: Variable
Location: New Zealand, Remote

Social Media Lead

We're looking for an experienced Social Media Lead to help create great content and run the Aotearoa Climbing Access Trust (ACAT)'s social media channels in collaboration with the General Manager. This is an unpaid volunteer role.

Email manager@acat.org.nz if you are interested.

About ACAT

ACAT works to create sustainable access to rock climbing and bouldering areas around New Zealand. We're a group of passionate volunteers and climbers with great ambition; to give back to the places and communities that host our adventures and ensure climbers throughout Aotearoa can benefit for years to come. So, if you want to make a real difference to climbing in New Zealand with your creative ideas and social media prowess, we'd love to hear from you.

What you'll be doing

- Working closely with the General Manager and other ACAT volunteers to create social media content including:
 - Educational posts about climbing access issues and solutions
 - Informative content raising awareness of ACAT's work
 - Fun and engaging climbing-related content
- Manage ACAT's social media platforms, including content calendar and giving access/permissions to team of volunteers as and when appropriate
- Key point of contact for ACAT volunteers for any questions or queries about socials
- Attend monthly meetings with wider ACAT team

Criteria

- Familiarity with different kinds of social media content, e.g. photos, videos, reels, carousels, live events and stories.
- Content creation capability and experience running social media accounts (could be volunteering, or personal)
- You're passionate about climbing! You don't need to be sending New Zealand's hardest climbs (but cool if you do!) but an understanding of climbing culture and our climbing community will be a huge advantage
- Excellent visual and written communication skills

Desirable skills

- Photography or videography experience.
- Experience with tools like Canva or Adobe Creative Suite
- Experience with paid media, Design, marketing or brand strategy experience