



# PAEE Digital Media Specialist

## Job Summary

The Pennsylvania Association of Environmental Educators (PAEE) unites, supports, and empowers the community of environmental educators throughout Pennsylvania. The PAEE Digital Media Specialist will update our website, use social media and other marketing platforms to communicate with environmental educators across the state and design materials for future use. This is a remote position, with occasional in-person or phone meetings. The candidate can expect to work about 10 hours per week.

## Responsibilities and Duties

The PAEE Digital Media Specialist will be responsible for:

- Design attractive and effective social media posts and other marketing content
- Update and maintain the PAEE Website
- Create a short informational video that represents who PAEE is as an organization
- Collect information, photos, and videos about PAEE activities to use as marketing content
- Use various marketing platforms to communicate with current and future members
- Report to and maintain open communication with PAEE board members
- Offer status reports to the Administrative Coordinator to present at PAEE board meetings
- Be available for the PAEE Annual Conference (Virtual) March 21-22, 2022
- Perform other duties as assigned

## Required Skills and Qualifications

- At least one year of relevant college-level course work
- Excellent online communication skills
- Creative and artistic
- In-depth knowledge of Facebook and Instagram
- Reliable access to computer and internet
- Independent and reliable worker

## Desired Skills and Qualifications

- Working towards or has degree or certification in marketing or other relevant field
- At least one year of previous experience
- Familiar with other marketing platforms such as Constant Contact and Canva
- Passionate about PAEE and/or environmental education

## Benefits

**Pay:** \$10-14/hour, depending on experience

**Term:** 10 hours/week until the end of March 2022, with the possibility of more hours during or after this time period if needed and approved by the Board.

**How to apply:** Send resume and cover letter to [stacey@pae.net](mailto:stacey@pae.net) by January 15, 2022