

Social Media Director

Mission: The Three Rivers Fibershed (TRF) develops decentralized textile economies that build soil health and protect the wellbeing of our shared biosphere within a 175 mile radius of Minneapolis.

Position: The Three Rivers Fibershed seeks a Social Media Director to maintain TRF's social media accounts and grow our community through online presence.. The person in this position will build and maintain an effective content strategy to engage TRF's audiences, develop informative and educational content, and boost interactions through TRF social media accounts.

This is a volunteer, board member position.

Tasks

Board Member

- Prepare agenda items and attend monthly board meetings. Meetings are currently held the second Monday of each month from 6:00-7:30 pm via Zoom.
- Represent TRF at events throughout the year, as able.

Social Media

- Create, curate and manage social media content, including text, audio, visual and multimedia formats. (current accounts include: Instagram, Facebook, Mighty Networks)
- Post to social media accounts a minimum 3-4 times/week with additional content as needed.
 - Monitor TRF Steward accounts and repost as applicable to promote steward activity, striving to promote all stewards equitably.
 - Regularly post about upcoming events. For TRF hosted events, a schedule of postings should be planned to promote and drive community engagement & attendance.
 - Use hashtags & monitor #threeriversfibershed and other relevant tags
- Engage users with prompt responses to questions, cultivate relationships with fellow organizations, and grow overall social media impact/reach.

Skills: Comfortable working with Google Workspace, Meta Business Suite, other social networking and community platforms (e.g., Mighty Networks), and graphic design tools such as Canva, Adobe Creative Suite, etc. Organized and consistent, experience creating accessible and engaging content (ex: image descriptions for Instagram and Facebook). Able to work independently and as part of a team. Alignment and familiarity with fibershed ethos; prior non-profit social media experience; graphic design, photography, and videography experience a plus.

Setting: Remote. Will need access to internet for monthly virtual board meetings and completing weekly operational work for the organization.

Interested parties should send a resume and a brief statement of interest to Maddy Bartsch at hello@threeriversfibershed.org. Qualified parties will be contacted for a virtual meeting to discuss the role.