

Social Media Technician

Great Basin Institute / Joshua Tree National Park

Description:

Working cooperatively with the National Park Service's Joshua Tree National Park (JOTR), the Great Basin Institute is recruiting to hire two (2) Social Media Technicians. The overarching objective of this position is to assist with public land management as it relates to recreation and visitor services. More specifically, the Technicians will aid in a variety of public support activities including, but not limited to:

- Exploring and validating social media as a valuable tool for additional outreach and stewardship development;
- Developing social media platforms in conjunction with Park staff, including but not limited to: Facebook, Twitter, Flickr, and You Tube;
- Collecting and analyzing data from online contacts and outreach to help understand trends and offer solutions to possible outreach scenarios that create more online, "virtual" park stewards;
- Supporting development of podcasts to augment the Park's (and surrounding areas) visibility to the widest audience. This will include analysis of Park trends, as well as national online trends, and using this research to target specific media outlets at specific times;

The Technicians will serve as a liaison between other Park Divisions and the Branch of Media within the Park network and will be exposed to and support a variety of other interpretation and outreach activities. This position offers experience working with NPS professionals on public lands and will aid in preparation for a career in public lands recreation management through outreach strategies. Those seeking workforce development experiences for the purpose of public benefit through social media innovation should apply.

Compensation & Timeline:

Rate of Pay: \$21.00/hour

Affordable Care Act-compliant health benefits (medical, dental, vision)

Start date: November 2014, or upon availability and completion of DOI Background Investigation

Length of Appointment: one 12-month and one 6-month position will be

hired. Full time, 40 hours/week (some weekend work may be required); potential for extension pending funding and favorable performance review

For a full position description including qualifications and instructions for how to apply please visit the Research Associate employment page on GBI's website:

<http://www.thegreatbasininstitute.org/employment/research-associates-employment/>