



**Position Type:** Paid Consultant - this is a remote position with required weekly meetings in Napa.

**About Jameson Animal Rescue Ranch:**

Jameson Animal Rescue Ranch (JARR) is a no-kill rescue and sanctuary in the Napa Valley for companion and farmed animals in need. The nonprofit provides transitional and permanent shelter, adoption and rescue services, humane education, animal advocacy, and is committed to ending animal cruelty and overpopulation. JARR also collaborates with and acts as a liaison for various local animal rescue groups.

**Social Media Consultant**

Are you an obsessive-compulsive social media guru with a flair for the creative? Do you love animals and have an interest in animal welfare? Jameson Animal Rescue Ranch is looking for a Social Media Consultant to help us build awareness, manage our Facebook (including the JARR main page and Ella's CatHouse & Catnip Bar page), IG and Twitter accounts and grow our audience. This position needs an enthusiastic go-getter with perfect grammar and an instinct for creating aesthetically appealing headers and infographics. Be upbeat with a great sense of humor, find all animals fascinating, have a curious nature and be willing to learn about animal welfare issues if you are not already savvy. As an animal rescue organization, we may need you to jump on an emergency and be responsive to the situation. Weekends are a given; we have regular events in the Napa Valley and the applicant will need to attend to post from.

As this position requires weekly meetings in Napa, the applicants need to be in the Bay Area/Napa County area.

**Description**

- As an expert in social media trends and online communities you are an active participant in social networks.

- You are a positive pro-active person who likes to stay on top of current trends and is either knowledgeable about animal welfare issues or has a willingness to learn and feels empathy towards the plight of animals.
- Works with the Manager of Communications to help develop and execute content strategies but also has the ability to follow a social media strategy and adhere to JARR messaging and branding
- You have the ability to measure metrics to gauge effectiveness thoroughly with in-depth analytics.
- You possess in-depth knowledge of social media and are adept at leveraging that knowledge/experience to communicate strategically and on message on behalf of JARR.
- You are an effective communicator and creative writer/thinker that can communicate in a timely and effective manner to the Manager of Communications
- Is pro-active in communicating ideas that have been fully explored to the Manager of Communications
- Be informed about trending innovations for social media

## **Requirements**

- Promote JARR's adoption animals through social media networks including our Facebook, Twitter and Instagram pages on a rotating monthly schedule
- Create social media posts for Facebook, Twitter and Instagram for JARR news and events as needed and in a timely manner
- Boost posts according to agreed upon demographics
- Monitor all social media channels for comments and respond accordingly
- Create Facebook Events pages for all JARR events
- Write effective posts with JARR messaging
- Create info graphics with JARR branding for posts in collaboration with the Manager of Communications
- Be available to "co-pilot" JARR events that require same-day social media engagement
- Track and measure various channels and campaigns. (Report findings and make recommendations on how to improve based on agreed upon objectives of program)

If you are interested in this consultancy position, please email your resume and cover letter to Julia Orr – [Julia@jamesonrescueranch.org](mailto:Julia@jamesonrescueranch.org)