

UAC Communications Coordinator Job Description



The Utah Avalanche Center (UAC) partners with the U.S. Forest Service Utah Avalanche Center to fulfill its mission of saving lives through avalanche awareness and education. The vision is to safely sustain great winter backcountry experiences for a diverse array of recreationists. The UAC ascribes to the core value and belief that everyone can have a good time in the winter backcountry if they adhere to a few simple guidelines for safety. Since the USFS UAC is not adequately funded to completely secure these objectives, the UAC helps fill the gaps to achieve excellence in awareness and education programs. The Communications Coordinator is responsible for the strategy and execution of the UAC's communications channels, including email and social media.

The UAC Communications Coordinator is responsible for creating a communication strategy and assisting with the execution of that strategy. To excel in this role, you must be organized, detail-oriented, have experience with social media platforms and management applications, be comfortable working with diverse teams, and be able to work independently. The goal is to facilitate the effective execution of UAC's communications.

Responsibilities Include:

- Strategy
 - Create a social media strategy for the UAC
 - Evaluate the use of existing and new social media platforms to ensure we are using them to the best of our ability and their capabilities
 - Guide the UAC to keep in line with this strategy
- Execution
 - Implement social media management platforms such as Sprout
 - Roll out management platform to staff
 - Train staff and function as the primary point of contact for support of the management platform
 - Assist with defining reusable social media assets that should be created
 - Create a communications plan and calendar, including social media, email, postal mail, and forecast messaging
 - Manage communications plan and calendar to ensure posts are prepared and reviewed on time and posted
 - Compile and report social media analytics for key metrics weekly
 - Compile and report comprehensive social media analytics monthly
 - Monitor social media trends, other avalanche centers, and competitive industries and report any quarterly
 - Deliver monthly reports of social media posts with recommendations on what is working and what is not working, the best times to post, the most successful posts, and other valuable information.
 - Build social branding guidelines and templates
 - Train staff on using templates, content creation tools, and other content creation practices to save time and improve the quality of content.
 - Implement a creative tool (for example, Canva) that provides access to all staff for the creation of content using guidelines and templates.



- Perform end-of-season social media report
- Assist with monitoring social media messages, moderations, and ensuring messages get answered by UAC staff

Other Requirements:

- Bachelor's degree
- 4+ years of experience coordinating communications and social media
- Strong verbal and written communication skills
- Proficiency in social media best practices
- Expert-level knowledge of social media platforms
- High level of proficiency in using social media management tools
- Enthusiasm for saving lives through avalanche awareness and education

General Administrative Criteria Applicable to the Position:

- This is a part-time, contract-to-work position
- The contractor is an independent contractor under the code of the Internal Revenue Service
- The work schedule is flexible and may require weekend work
- Authorized personal vehicle use will be reimbursed at the current UAC rate
- Work will be performed in the UAC office and at home
- Worker's Compensation insurance must be carried by the person filling the position
- Access to pro purchase discount programs through ExpertVoice, Outdoor Prolink, Liberty Mountain, Voile, and Backcountry
- There are no other benefits such as dental insurance, life insurance, etc

How to Apply:

Interested applicants can send a resume and cover letter as PDFs to Chad Brackelsberg at friends@utahavalanchecenter.org using the subject line "Social Media Coordinator Application".