



Marketing Manager

Climbing Resource Advocates for Greater Sacramento

Climbing Resource Advocates for Greater Sacramento (CRAGS) Mission Statement:

The Climbing Resource Advocates for Greater Sacramento (CRAGS) is a volunteer run 501(c)(3) non-profit organization protecting access to Northern California climbing areas, advocating for climbers' interests, constructively addressing the concerns of landowners and other land users, and working to keep climbing areas clean, safe, and healthy.

Position Summary:

Our social media channels (facebook group, facebook page, instagram) are a key aspect of our communication with the local climbing community. The ideal candidate for this position has a very strong understanding of social media best practices, a passion for communicating information that relates to the CRAGS mission, and is extremely self-motivated and organized.

Key Responsibilities and Duties:

- Develop posts to educate and drive action within the local climbing community around the access and stewardship topics we engage in
- Coordinate with other board members to schedule posts to promote events, share information, and celebrate successes
- Attendance at monthly board meetings
- Bring event or organizational awareness to local media outlets through press releases etc.
- Edit website content when needed
- Analyze site and analytics to improve engagement and membership
- Create photos, videos, and ads when needed
- Regular attendance at other CRAGS events

Qualifications:

- Strong writing and editing skills
- Passionate about translating the CRAGS's mission statement through thoughtful, interesting social mediums
- Thorough enjoyment of social media in general
- Fluency in visual and textual media sharing
- Proven understanding of social media best practices
- Demonstrated passion for the work that the CRAGS does within the climbing community
- Alignment with the mission of CRAGS
- General all-around amazing person that is willing to jump in wherever they can to help move this organization forward

Time Commitment:

- 1 year commitment to position
- A consistent commitment of 3 to 5 hours per week is expected.
- Attendance at monthly board meetings - 1.5 to 2 hours per month
- During very busy times of the year or when this position is attending a CRAGS sponsored event, the time commitment could be as high as 7 hours per week.