



**Position Title:** Social Media & Website Coordinator (Full Time)

**Pay rate:** Full-time Contract Employment for 35-40 hours a week at \$27.00/hour

**Location:** Hybrid (Both Remote and in the Albuquerque Office)

**Brief Description of Pueblo Action Alliance:**

Pueblo Action Alliance (PAA) is a community driven grassroots organization that protects Pueblo cultural sustainability and community defense by addressing environmental and social impacts in Indigenous communities.

PAA is a Pueblo-centric organization which creates a work environment catered towards Pueblo people and Pueblo traditional lifeways. We function under Traditional Core Values and 10 Points of Unity to help provide us guidance and direction with our programmatic work and decision making. PAA's target audience is Pueblo people, other Indigenous communities, climate, environmental and social justice ecosystems. PAA's Purpose, Vision, 10 Points of Unity and Traditional Core Values can be [found here](#).

**The Social Media and Website Coordinator Job Description:**

The Social Media and Website Coordinator position is responsible for providing the organization communications support through social media management, website management and data tracking for all social media platforms and the website. The coordinator position will work with other staff, organize, and schedule regular social media posts and update the website with new information regularly. The coordinator contributes to PAA's programs and campaign narratives by also evaluating social media and website engagement so PAA can amplify messaging and visibility effectively. The Coordinator will work collaboratively with the communications team and other staff members and is required to attend regularly scheduled staff meetings and other team meetings.

**Responsibilities:**

The Social Media and Website Coordinator has the following responsibilities and duties:

- Communications
  - Communicate via email and other forms of communication (social media, signal, phone calls, email etc.)
  - Co-vision and co-develop any visual or education materials with the Communications team that will help amplify campaign narratives and announcements; this may require working with other PAA staff to help provide information related to a specific campaign and/or narrative
  - Help gauge PAA's target audience, engagement and gaps by utilizing an online analytics service; researching algorithms, best posting times and trending social media content
  - Provide technical assistance and help maintain the PAA newsletter layout
- Social Media



- Manage the organization's social media accounts and respond to direct messages/inquiries on a weekly basis
- Work with Communications team and other PAA staff to schedule social media posts; this may require using a social media calendar and/or other organizing tools; this also requires research on social media algorithms to maximize engagement
- Create social media content like videos; this may require organizing times where PAA staff may need to participate/help with video/reel/tiktok creation; this may require researching social media trends
- Share content from other organizations that we are affiliated with, are in community with, and help display moments of solidarity
- Website
  - Update and maintain the PAA website, including creating a website layout and organizing content tab-by-tab
  - Work with staff to co-design and/or collaborate on content for specific pages on the website relating to a specific campaign, event announcement, and/or newsletter/blog post

### **Requirements:**

The Social Media and Website Coordinator should have the following skills, education and experience:

- Organizational Responsibilities
  - Aligns with PAA's Purpose, Vision, 10 Points of Unity and Traditional Core Values
  - Undergraduate college degree in a related field of study or at least 2 to 3 years of experience in environmental/social justice spaces, experience working with Indigenous/Native people/communities, experience working with BIPOC and LGBTQIA2S+ communities, grassroots organizing experience and/or social media and website management; It is preferred that the candidate has a communications background and/or is competent in social media platforms, social media engagement, website design and management and familiar with the organizational voice of Pueblo Action Alliance
  - In-depth understanding or willingness to learn about the current issues relating to environmental justice, social justice, current critical race theory, Indigenous resistance movements, and history of environmental and climate justice
  - In-depth understanding or willingness to learn about Pueblo Indigenous history on colonialism, resistance and current issues
  - In-depth understanding or willingness to learn about related land, water and air injustices that impact Pueblo Indigenous and Indigenous ancestral lands, tribal lands, waterways, and air quality
  - Ability to work, adapt and become flexible in a fast-paced work environment
- Operational Responsibilities:



- Must attend weekly staff meetings, organized staff retreats, strategic planning meetings, and other PAA team building activities
- Works collaboratively with staff on social media campaigns, media pushes, narrative creation, and website design and aesthetic to help develop social media and website content that encompasses the organizational voice of PAA
- Have excellent communication with PAA staff
- Must come into the office at least two or three days out of the week; can remote work for alternate days
- Must adhere to all organization office and operational policies

**Competence in the following:**

- Excellent Communications skills both internally and externally of the organization
  - Sufficient oral and written communication skills and the willingness to learn how to improve those skills
- Coordination of partner and amplice organizations working on similar issues
- Co-visioning and collaborating on campaigns and popular education tools with other PAA staff, coalitions, and working groups
- Working with Pueblo youth and other youth organizations, groups, etc. working in intergenerational spaces.
- Ability to mediate different perspectives and opinions but maintain a position that progresses PAA's purpose, vision and framework in sometimes fast-paced work environments; ability to work as a team member but also independently; ability to think critically and insightfully; meet specific deadlines or otherwise within the timeline pertaining to the project; ability to adapt to change and is flexible and open-minded.
- Basic understanding of Word, Excel, Proton and Powerpoint (also within a Google suite); ability to use and set up Zoom meetings
- Willingness to travel periodically and has a valid driver's license and/or ability to travel to events locally and out of the area; PAA can provide assistance with alternative transportation like bus/train passes; all work related travel using one's own vehicle can be reimbursed by the organization
- Must be able to lift 25 lbs

**Other benefits:**

- Annual Flex Fund offered to every full-time or part-time contract employment; Flex fund is offered to supplement insurance needs for health, dental, child-care, etc.
- \$80 Internet/phone stipend every month
- Paid time off; Paid cultural leave (feast days, cultural obligations, etc.); paid paternal/maternal leave
- All federally recognized holidays off
- One month of winter leave



**Pueblo Affiliation Disclaimer:**

PAA has a zero tolerance for individuals who falsely claim Pueblo affiliation or descent; this action will result in immediate termination of application and interview consideration. As the organization onboards new staff, it is important for us to ensure the safety and integrity of our Pueblo communities and to cultivate a workspace that is authentic to our traditional and organizational core values. Due to an overwhelming number of individuals who falsely claim “Indigeneity,” PAA may request the following during the application and/or interview process: Proof of tribal enrollment or Pueblo community affiliation; this can be in the form of a Tribal ID, CIB number, a letter from tribal government official and/or a reputable Pueblo community member.