



Social Media Intern Job Description

Position: Social Media Coordinator

Duration: 1 year (part-time, 10 hours per week)

Probation: 6 months

About ORKCA:

ORKCA (Orange River Karoo Conservation Area) is a non-profit conservation organization that brings together land units to form a large continuous conservation area dedicated to the benefit of local communities and wildlife. ORKCA also supports the community-owned conservancies of southern Namibia. ORKCA is dedicated to partnering with local communities for conscious conservation and reconnection to nature. We strive to create a welcoming and inclusive environment that fosters integrity, authenticity, and growth. Our distinctive and visionary approach focuses on immediate and impact-driven actions to become ever greener and for communities to benefit from their natural resources through nature based economies.

Job Summary:

ORKCA is seeking a Social Media Intern who embodies our company culture and can effectively communicate our mission and values through various social media platforms. This is a remote/hybrid position with occasional on-site visits to ORKCA for a total of four two-week periods over the course of one year. Travel arrangements will be organized by ORKCA, and accommodation on-site will be provided.

Responsibilities:

Content Creation: Generate engaging and original content that aligns with ORKCA's mission and values. This includes creating stories, writing captions, and developing visually appealing posts.

Content Calendar – create and manage a calendar with key relevant dates (International Days, relevant news days for ORKCA, special events etc) and upcoming ready to use content, as well as develop and help oversee the photo and video library.

Social Media Management: Manage ORKCA's social media platforms (e.g., Instagram, Tik Tok) by creating, scheduling and publishing posts, responding appropriately to comments and messages within 24 hours, and monitoring online engagement.

Field Staff Collaboration: Proactively collaborate with ORKCA's field staff to gather content, stories, and updates from the conservation areas. Ensure regular communication to stay up-to-date with on-ground initiatives.

Community Engagement: Interact with ORKCA's online community, respond to inquiries, and foster meaningful connections. Encourage dialogue, share knowledge, and promote engagement with our followers.

Building social media audience across platforms: strategically build audience and link to relevant and suitable organisations and individuals who may be interested in ORKCA's work and also work to create conversations between key stakeholders around the issues ORKCA is working on, sharing content, commenting where appropriate.

Virtual Channel Expertise: Demonstrate proficiency in utilizing virtual channels effectively, such as creating engaging videos, live streaming events, and leveraging emerging social media trends.

Qualifications and Skills:

- Previous experience managing social media accounts and creating compelling content.
- Demonstrated ability to generate content independently and proactively.
- Strong written and verbal communication skills.
- Passion for conservation, reconnection to nature, and conscious living.
- Proficiency in using various social media platforms and scheduling tools.
- Knowledge of current social media trends and best practices.



- Ability to work remotely and effectively manage time and priorities.
- Excellent organizational and multitasking abilities.
- Experience in videography, photography, or graphic design is a plus.

Application Process:

To apply for the Social Media Intern position, please submit examples of your work (social media content), and a brief cover letter email highlighting who you are, why you want this role, how your experience and who you are aligns with ORKCA's company culture. Shortlisted candidates will be contacted for an interview.

Email Andreia Pawel andreia@orkca.org

Note: This position requires a commitment of 10 hours per week, with flexibility in scheduling to accommodate the needs of social media management.

Salary based on experience.

Application closing date July 20th

Start date: August 5th