



**Zoological Society**  
10005 West Bluemound Road  
Milwaukee, WI 53226-4383  
P: 414-258-2333 F: 414-258-6311  
[zoosociety.org](http://zoosociety.org)

## Social Media Specialist

The Zoological Society of Milwaukee (the Society) is seeking a **freelance** Social Media Specialist to support and collaborate with our Communications and Social Media Coordinator on creating social media content to drive engagement and interest in the Society's mission. Some of the responsibilities of this role include:

- Collaborate with Communications and Social Media Coordinator on building the Zoological Society of Milwaukee's monthly social media calendar.
- Create and schedule posts related, but not limited to, Zoo animals, conservation education, Zoo Pass promotion and Milwaukee County Zoo promotion on Facebook, Instagram and Twitter.
- Conduct trend research for Facebook, Instagram and Twitter, and create weekly/monthly trend reports that will be used to inform strategy.
- Stay informed of daily trends and work with Communications and Social Media Coordinator to incorporate relevant trends into social strategy in a timely manner.
- Survey peer organization accounts and create monthly reports that highlight the highest performing posts.
- Assemble a monthly "hashtag" and "national day" guide that will be used to inform social media calendar.
- Pitch ideas for fun social media posts and videos.
- Edit photos and videos, if skills are applicable.

Interested candidates should email their resume and social media samples to Katie Krecklow at [katiek@zoosociety.org](mailto:katiek@zoosociety.org). The deadline to apply is **Friday, June 2**.

