



## THE WILDCAT SANCTUARY



**Role:** Digital Media Supervisor

**Reports to:** Marketing and Development Director

**Exempt status:** FT – Non-Exempt

### **Position Overview:**

Seeking experienced media professional with a passion for storytelling, compassion for captive wild animals, and experience supervising others. This full-time, on-site position is responsible for creating measurable content to grow audiences and increase community engagement. Your role is to help bring the Sanctuary to our supporters in the most effective way by facilitating a meaningful connection to our cats and our mission.

This role involves implementing unique strategies tailored to media goals and objectives, utilizing platform-specific tools and automation, and staying updated on the latest trends and best practices in digital media.

The Wildcat Sanctuary's mission is to provide a natural sanctuary to wild cats in need and inspire change to end the captive wildlife crisis. We are a leading, accredited, non-profit sanctuary that is internationally recognized for our work to end the captive wildlife crisis. The Wildcat Sanctuary is nestled between the beautiful lakes, fields and forests in rural Sandstone, Minnesota, conveniently located between Duluth and the Twin Cities of Minneapolis and St. Paul.

### **Key Responsibilities**

- Communication and Writing (~25%)
  - Ensure persuasive communication is consistent with brand standards and organizational messaging. Gain in-depth knowledge of the organization, sanctuary industry, and be a responsible steward of the information.
  - Strong grasp of technology and analytics to reach new audiences in the most effective ways, improve performance, and measure the return on our investment.
  - Act as the conduit to communicate with our supporters via videos, animal sponsor updates, video scripts, social media posts, etc. using creative and compelling writing to inspire change to end the captive wildlife crisis.
  - Support for media onsite visits.
- Media Internship Supervision (25%)
  - Participate in recruiting, interviewing, on-boarding and supervising our Media Internship program (typically 2 interns per session).
  - Support a successful learning journey for our Media Interns with quality direction and training in social media management.
  - Guide and coach Media Interns as they draft and schedule social media posts.
- Photography and Video (~25%)
  - Serve as the sanctuary's lead photographer and videographer to create and produce compelling and meaningful content according to our fundraising plan and individual assignments for digital and print media. This includes writing scripts for videos and may include travel to document rescues.
  - Create graphic treatments for marketing channels including photo cropping, watermark overlay, text treatments and simple program logos while adhering to TWS brand guidelines.



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- Maintain all of TWS' equipment and digital assets including equipment and digital assets used/created by the Animal Care team.
- Social Media Management (~20%)
  - Execute campaigns across social media, ensuring alignment with organization objectives and budget constraints.
  - Oversee and manage daily social media posts, comments, and messages across all platforms in a manner that supports the TWS voice.
  - Stay abreast of social media and technology changes by following non-profit and technology industry reports.
- Other duties as assigned (~5%)
  - Donor event support (typically 2-3 events per year)
  - Support Wi Fi and internet vendors
  - Maintain department training documentation

### **Qualifications and Experience**

- 2+ years of professional experience in a digital media role.
- Experience training and supervising others.
- Proficient in MS Office products, Apple and Android products, Adobe Creative Suite, Video Editing Software (CapCut), Google tools, Dropbox, email, etc., as well as office equipment like copy machines and scanners.
- Proficient in creating content including Reels, documentary-style videos, photographs, and writing social media scripts and captions.
- Must have the ability to work as a partner collaboratively with external and internal parties.

### **Additional Expectations and Culture Fit**

- Typical schedule is Monday-Friday with flexibility required as needed.
- Adhere to Sanctuary policies, procedures, and values.
- Must be results oriented, self-reflective and take responsibility for actions.
- Willingness to guide, teach and learn from others, including interns and volunteers.
- Must be able to handle the physical and emotional aspect of work in a sanctuary and have a high level of resiliency.
- Equipped to work outdoors in all northern Minnesota seasons (frigid winters & humid summers)
- Reliable transportation to our rural location in all four seasons is required.
- Willingness to accommodate TWS dogs and domestic cats in the workplace.

### **Compensation and Benefits:**

- Compensation: \$20 - \$25 per hour (\$41,600 – 52,000)
- Three months of complimentary housing if needed
- IRA contribution up to 3% match
- Health insurance, Dental insurance, Vision insurance
- Paid FMLA leave
- Short-term disability



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- Life insurance
- Paid vacation, sick time, and holidays
- Relocation assistance available
- At-cost veterinary care in our on-site hospital
- Family & friends tours

### How to Apply

- Please email your resume, cover letter and portfolio to [outreach@wildcatsanctuary.org](mailto:outreach@wildcatsanctuary.org)

*It is expected that employees of TWS support the mission and values of the Sanctuary. The employer reserves the right to modify, change or add to the duties of this job description at any time. The employee understands and acknowledges that this position is terminable at will at any time by TWS. All donor names and contact information remain the property of The Wildcat Sanctuary and cannot be taken or used. All graphics and proprietary information remain the property of The Wildcat Sanctuary and cannot be used for other purposes.*