

Media Lead

The *Media Lead* will create, develop and roll-out Board-approved marketing plans and outreach initiatives, which include written, visual, and electronic communications. To accomplish this objective, the *Media Lead* may perform any of the duties below, or assign them to an outreach and marketing agent.

DUTIES

- create content to push onto social media platforms
- assess and recommend changes to the website
- craft and manage a newsletter



- take photographs at ***Mariposa Trails*** events (trail-tending, hiking outings and community festivals)
- organize, catalog and post images from events
- manage merchandise (cups, stickers, bandanas, shirts, hats)
- create a float for parades

