

Media Lead

The *Media Lead*, in collaboration with a team of volunteer outreach and marketing agents, creates, develops and rolls-out marketing initiatives.

INITIATIVES

- 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

