

## OUTREACH AND MARKETING AGENT

*Outreach and Marketing Agents* work as a team with Mariposa Trail's *Media Lead* to implement media-based initiatives (written, visual, and electronic communications) to inform the public about our vision, mission and events (trail stewardship and hiking). Be a specialist on FB or IG. Manage our bling merchandise. So many options, without a heavy lift.



### 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