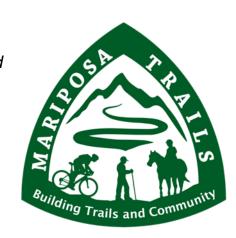
## **OUTREACH AND MARKETING AGENT**

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