



# EcoCounts Social Media Account Manager

## EcoCounts

For a world in control of CO<sub>2</sub> emissions with a fair social and economic approach, motivating and supporting people and organisations to reduce their carbon footprints.

Our ultimate mission is to persuade people, business and government that together, we can take meaningful action using our Carbon Accounts framework. We are already demonstrating how this would work on the ground in our grassroots climate action group, with the goal to inspire people and businesses and ultimately government to introduce the same mechanism to reach science-based emission reduction targets on a national basis.

## In Brief

We want our audience on social media to grow. We think we've got the message, it just needs someone with the knowledge and enthusiasm to make it work on their favourite social media platform. Regular postings, genuine interaction, and any tips and tricks that keep the algorithms happy.

## What will you be doing?

- You should leverage content material you can get from EcoCounts.
- You can also produce your own material.
- You'll follow what's known as the story telling approach to engaging people in what EcoCounts does and getting the message across about why and how we do what we do.
- At least to start with, you'll create posts in draft and run them by our editor.
- You'll follow up posts appropriately as befits the platform you are using.
- You'll build or share a calendar of events and a rhythm of posting, and investigate the use of tools such as Buffer to enable scheduled, edited posts
- You'll create or develop a playbook for the platform you're managing so that others can cover your work or take over when you move on
- You'll set yourself targets to grow your account and audience numbers.
- The opportunity also exists to join up with others and share responsibilities for any particular account.

## Goals

1. You determine the metrics that define success within the context of the whole campaign – followers, likes, reposts, impressions....
2. You build a process with the other social media volunteers, the marketing volunteers and the group as a whole to make an impact yourself, leverage what others on the team do and let them benefit from your input too

## What are we looking for?

We are looking for someone with skills, experience and passion in these areas:

1. You don't need huge experience in social media account management but you must be prepared to learn on the job if you need to
2. Enthusiasm for a particular platform, e.g.:
  - o Twitter
  - o Instagram
  - o Facebook
  - o Pinterest
  - o LinkedIn
  - o Reddit
  - o Quora
  - o Diaspora
  - o Mastodon
  - o Blue Sky
  - o <https://wedonthavetime.org>
  - o <https://hub.takethejump.org/posts/holiday-local-intro-email>
  - a. <https://sustainability.stackexchange.com/>
3. Desire to engage and interact digitally
4. Ability to maintain a level head, know the right answers to difficult or challenging posts and to take a step back when things don't go as planned
5. Personal change is only one of the five ways that we can change society - we want to drive systemic change in our community, businesses and government too.
6. You should check out our manifesto to make sure you agree with the ways we advocate for the way forward in the climate crisis [https://ecocore.org/ecocore-manifesto\\_compressed/](https://ecocore.org/ecocore-manifesto_compressed/)

## What difference will you make?

EcoCounts is really standing on the threshold of real progress, and its communication that will make all the difference. Social media will play a large part in this. This opportunity represents a meaningful challenge for several volunteers.

## Rewards & incentives

We hope that this role aligns deeply with your core values: empowering ordinary people to act sustainably and influencing policy and social norms around climate action. It will also allow you to engage with emerging ideas like carbon budgets and behaviour change that we think will create the break-through in the climate crisis.

## Duration

1 year

## Commitment

3 hours per week

## Location

This depends on where our current meet-ups take place. You are preferably resident in our area of North London: Camden, Islington, Haringey, Hackney, Westminster and the City. This will make it easier to gather image and video material at our regular Monday meetings. We are also very keen on everyone being local, coming to in-person meetings, not just to keep group dynamics strong and foster motivation and commitment.

## Before you apply

We would love you to get stuck into the nitty-gritty of the role straight away and to start learning about us. We have a volunteer onboarding process to facilitate that, but we are flexible and if something is not working, we'll take your feedback seriously, to ensure the best chances for progress and success. We start out with a short meeting to make sure we're all on the same page and then we give you a taster – a small task to do where we can get to know you and you us. Then we take it from there.

## How to apply

Please send your CV, profile, linkedin profile or covering letter to  
<mailto:admin@ecocounts.community>

## What happens next

We'll get back to you to arrange a meeting or video call with one of us. Our Monday evening meet-ups are especially good for jumping in at the deep end. Sign up to our newsletter or our social media channels for updates.