

# Social Media Specialist

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## Objective: To Capture the Realness of the 760

The Social Media Specialist helps tell the story of what's actually happening in the Coachella Valley, capturing the people, moments, and energy that define this region. This role focuses on creating content that feels real, not manufactured, highlighting the builders, conversations, and experiences that make CVIA unique.

You'll be responsible for documenting events, shaping digital storytelling, and translating in-person moments into content that extends the reach and impact of the organization.

### This role is a strong fit if you:

- Have experience with social media, content creation, or storytelling
- Have a strong eye for capturing authentic moments (photo, video, or written)
- Understand what makes content feel real vs. overly produced
- Are connected to, or curious about, the culture and energy of the 760

### Commitment:

Flexible, with higher involvement around events and key moments.

### If Interested:

Please email Brian at [brian@cvia.ai](mailto:brian@cvia.ai) with the volunteer opportunity you are interested in as the subject line. In your message, include a brief overview of your relevant experience, skills, and why you're interested in supporting CVIA.

