

Social Media Specialist

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. Just as important, you'll be the one showing up in the comments and DMs — responding to our audience, keeping conversations going, and making sure CVIA feels like a real presence, not just a feed people scroll past.

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
- Enjoy engaging with people online — replying to comments, answering DMs, and building genuine connection with our audience
- Are connected to, or curious about, the culture and energy of the 760

What you'll be doing:

- Creating content (photo, video, written) that captures real moments and stories
- Getting that content posted and out into the world
- Engaging with the audience — responding to comments and messages, and helping grow real conversation around CVIA's presence

Commitment: 2–4 hours/week, mostly remote/from home — with in-person time needed around events and key moments.

If Interested: Please email Amanda at amanda@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. Feel free to include links to social accounts, photos/videos, or writing samples that show your style.

