

Social Media & Content Specialist

20 hours/week · Remote · 2–5 years experience

About TOPO Collective

TOPO Collective is a small, values-driven agency. We work with organizations doing meaningful work in conservation, wildfire resilience, land access, and outdoor recreation, helping them show up clearly and consistently across social media, email, and beyond.

We're a lean team. That means there's real ownership in every role, close collaboration across projects, and genuine investment in the clients we take on. If you care about the work happening in these spaces, you'll feel that here.

The Role

We're looking for a Social Media & Content Specialist to join us part-time at 20 hours per week, with potential to grow. This role is primarily focused on organic social strategy, copywriting, and visuals, with room to expand into email newsletters, blog posts, and other content projects over time.

You'll work directly with TOPO's team and our clients, with support from internal theme leads on subject matter direction and from senior staff on client management. This isn't a position where you'll be handed a content calendar and asked to fill it. We want someone who can think strategically about what an organization should be doing on social, build that case, and execute it.

What You'll Own

- Developing and maintaining social media strategies for a portfolio of mission-aligned clients
- Writing on-brand copy for Instagram, YouTube, LinkedIn, X, and Facebook (and whatever platforms come next!)
- Creating graphics in Canva or Figma that are clean, on-brand, and ready to publish
- Creating short-form video content for social — trimming clips, adding captions, light edits for platform formatting
- Managing content calendars, scheduling, and day-to-day posting workflows
- Supporting client communication, attending calls, translating feedback, and managing expectations, with guidance from senior staff — including proactively reaching out to clients to gather content, prompt approvals, and keep social calendars on track
- Tracking performance, reporting on results internally and to clients, and translating metrics into clear recommendations
- Drafting email newsletters and blog posts as needs arise

What We're Looking For

2–5 years of experience in social media, content marketing, or a related role. A track record of building organic social strategies that go beyond scheduling. You can explain why a post, a content pillar, or a platform choice is the right call.

Strong writing. Across platforms, audiences, and tones. You write differently for Instagram than you do for LinkedIn, and you know why that matters.

Solid design instincts & video skills. You don't need to be a designer or editor by training – we have people on our team who can handle the heavy lifting – but you should be able to create professional and on-brand visuals for social.

Client-facing communication skills. You're organized, responsive, and can hold a conversation with a client about strategy without losing the thread. You know how to give context and how to ask good questions.

Comfort with AI tools. We use AI as part of our workflow and expect our team to do the same. You should be fluent in how to use it well, not as a shortcut but as a multiplier.

Agility. We're a small team. Priorities shift, projects evolve, and sometimes you'll need to move quickly on something new. This is a feature, not a bug, but it's important that you thrive in that environment.

Remote-ready. You're comfortable working independently and asynchronously, and you've figured out how to stay connected, focused, and accountable without being in the same room as your team.

Mission-driven. You don't need a background in wildfire policy or conservation science, but you should find the work our clients do interesting and important.

Bonus Points

- Familiarity with advocacy or mission-driven marketing
- Experience with ClickUp or similar project management tools
- Basic knowledge of email marketing and experience with Mailchimp, Constant Contact, or similar
- Ability to build and optimize a paid social media campaign to meet specific objectives

What to Expect

This is a fully remote, part-time role at 20 hours per week, with potential to expand. We're looking for someone who can work consistent hours week to week. Our team is distributed globally, but our clients are primarily on Pacific time, so some ability to work in that time zone is important.

You'll work closely with our team and be brought into client relationships in a real way. The goal is to find someone who could grow with TOPO over time as the need expands.

Compensation: \$30-\$40/hour

We want to hire for the long term, and we know compensation isn't one-size-fits-all. Rather than a fixed benefits package, we structure compensation as a conversation: the balance between take-home pay and benefits depends on what's most valuable to you. Depending on your situation and the role, that mix may draw from any of the following:

- Medical, dental, vision, life/disability insurance, 529 college savings
- Monthly contribution to Health Savings Accounts (HSA) and/or Flexible Spending Accounts (FSA)
- Annual matching contributions to pre-tax retirement account
- Paid time to work on passion projects in line with TOPO's mission
- Stipend for co-working space and/or home office needs

PTO and sick leave are accrued, and we're happy to offer additional unpaid time off as needed. Life happens — we'd rather support you than have you stressed about it.

The Application Process

Applications close on April 8

We don't take lightly that applying for a job takes real time and energy. We've designed this process to be as straightforward as we can make it, and we'll do our best to communicate clearly and move at a reasonable pace.

1. **Application and resume submission.** The form itself is not intended to take more than 30 minutes and there is a section at the end to upload your resume. While you're welcome to include a cover letter, there is no expectation of one.
2. **First-round interview.** We'll invite 6–8 candidates for a 30-minute conversation with TOPO's leadership team. We will be looking to schedule these interviews on April 13 and April 17.
3. **Paid skills assessment.** 2–3 finalists will receive a paid skills test. We compensate this work at \$75/hr for up to 2 hours. You'll then join a 60-minute interview, where you'll walk us through your work and we'll get to know each other better.
4. **Contract negotiation.** If it's a mutual fit, we'll work out the details together.

We are aiming to onboard this role by the end of May.

[**ACCESS THE APPLICATION FORM HERE**](#)

Every application is read by a person on our team. We use AI to help organize what comes in, but no tool screens or scores candidates on our behalf.