



Social Media Coordinator

- **Company:** Adventure Treks, Inc.
 - **Position type:** Part-time, hourly, \$23–\$25 per hour (based on experience)
 - **Location:** Hendersonville, NC; remote or hybrid work may be available for the right candidate
 - **Start date:** September 2026
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Do you love finding the story in a great photo or video—and know how to turn it into content teens and their parents want to watch, read, and share? Adventure Treks is hiring a part-time social media coordinator to maintain and grow our vibrant social channels.

We're looking for a creative, organized storyteller who understands what makes social content engaging, has a strong visual eye, and can turn a huge library of photos and videos into compelling reels, stories, carousels, and posts.

You'll work closely with the directors on overall marketing priorities and brand strategy while taking ownership of the day-to-day planning, creation, and execution of our social media content.

This is a year-round, part-time position with the opportunity to work full-time from early June through mid-August for someone interested in joining our summer office team at our basecamp in Washington state. During that time, the position would combine social media and content creation with additional office and program support.

WHO WE ARE

Since 1993, Adventure Treks has helped tens of thousands of teenagers build confidence, leadership, and lifelong friendships through outdoor adventure. We're a family-run company based in western North Carolina that operates dozens of summer trips for teens across North America. We also operate adventure travel programs for adults and families around the world, and we partner with schools to run outdoor education programs in the spring and fall.

Our office team is small and collaborative. We work hard and care deeply about the experiences we provide, and we have no shortage of incredible stories to tell. Every summer, our instructors and students generate thousands of photos and videos from

their trips—from summiting big mountains to the everyday moments that make an Adventure Treks community special. We're looking for someone who can help us make the most of this content.

WHO YOU ARE

You're creative, curious, a self-starter, and genuinely excited about content creation. You pay attention to what other brands are doing well, keep up with emerging trends, understand how different platforms and formats work, and have a good instinct for what makes someone stop scrolling.

You also:

- Have a strong visual eye and can quickly identify the photos, videos, and moments worth sharing
- Understand how to create engaging short-form video, including reels
- Are an excellent writer who can adapt to an established brand voice
- Can tell a meaningful story without making it sound overly polished, generic, or corporate
- Can stay organized while working with a large volume of photos, videos, drafts, and published content
- Keep up with social media trends and know which ones make sense for a brand (and which ones don't)
- Bring ideas to the table rather than waiting to be told exactly what to post
- Are organized enough to maintain a content calendar and consistently meet deadlines
- Can work independently while collaborating and incorporating feedback
- Have strong critical thinking skills and the ability to anticipate what needs to happen next
- Are resourceful and proactive, with the instinct to look for answers, troubleshoot, and use available resources to problem-solve
- Understand that great social media will build trust, community, and interest in our programs
- Are genuinely interested in outdoor adventure, travel, teenagers, families, or some combination of the above

WHAT YOU'LL DO

You'll help manage and grow the social media presence of Adventure Treks' teen trips and our adult and family travel programs.

Your responsibilities will include:

- Planning and maintaining social media content calendars

- Creating, editing, scheduling, and publishing engaging content across Instagram, Facebook, and other relevant platforms
- Creating reels and other short-form video using our extensive photo and video library
- Creating stories, carousels, photo posts, and other platform-appropriate content
- Writing engaging captions that reflect the Adventure Treks brand, voice, and values
- Identifying strong content from our photo and video library and finding new ways to repurpose it throughout the year
- Developing recurring content themes and series that help tell the Adventure Treks story
- Adapting content appropriately for our teen programs and our adult and family travel audiences
- Monitoring social media trends and identifying opportunities that make sense for our brands
- Engaging appropriately with comments, mentions, and our online community
- Tracking social media performance and using those insights to improve future content
- Helping identify opportunities to collect better photo, video, and storytelling content from our programs
- Collaborating with the director team on seasonal campaigns, enrollment priorities, trip launches, and other marketing initiatives
- Assisting with occasional related content and marketing projects as needed

REQUIRED SKILLS AND EXPERIENCE

- Several years of professional experience managing social media for a business, organization, or brand
- A portfolio or examples of social media content you've created
- Demonstrated experience creating and editing short-form video
- Deep understanding of TikTok, Instagram, and Facebook, including reels, stories, carousels, scheduling tools, and current platform best practices
- Excellent writing and editing skills
- Strong judgment and common sense, including the ability to make sound day-to-day decisions independently
- Strong visual judgment and attention to detail
- Proficiency with Canva and photo/video editing tools like CapCut
- Comfortable working with project management and communication tools like Slack and Asana
- Ability to independently manage a content calendar and meet deadlines
- Ability to take ownership of projects and follow them through from idea to completion on time
- Strong organizational and communication skills

- Ability to receive and apply constructive feedback, adapt content to an established brand voice, and carry feedback forward into future projects
- Comfort learning new platforms, tools, and technology
- Permanent work authorization in the United States

DURING THE BUSY SUMMER SEASON

Summer is when Adventure Treks comes bursting to life. From June through August, you'll work with a steady stream of new photos and videos coming in from trips across the world. You'll identify and organize the best content, create timely posts and reels, and give current and prospective families a window into what's happening in the field.

OPTIONAL FULL-TIME SUMMER OPPORTUNITY

For someone interested in spending the summer with Adventure Treks, this position can become **full-time from approximately early June through mid-August in Washington state.**

During this period, you would relocate to our summer basecamp in Washington state and become part of our summer office team. Social media and content creation would remain a primary responsibility, with the remainder of your time spent supporting office administration and summer operations.

Summer responsibilities may include:

- Managing and organizing incoming trip photos and videos
- Creating and publishing timely social media content
- Working directly with instructors and office staff to identify great stories from the field
- Supporting the summer office team with administrative projects, student travel logistics, and other day-to-day operational needs
- Helping the office team with the day-to-day needs of a busy summer season

This summer opportunity is not required for consideration for the year-round Social Media Coordinator position, but we'd be especially excited to hear from candidates interested in it.

WHAT SUCCESS LOOKS LIKE

Our social channels consistently feel active, engaging, and authentic. We're telling compelling stories with the incredible content we already have. Our reels and posts make prospective families want to learn more while giving current families and alumni a reason to stay connected. Content is planned ahead, publishing is consistent, and great

photos and videos don't disappear into an archive without being used. You also bring new ideas. Over time, you develop a deep understanding of our philosophy, programming, and brand and become someone we trust to tell a great Adventure Treks story.

PREFERRED / BONUS EXPERIENCE

- Experience creating content for outdoor, travel, or youth brands
- Photography or videography experience
- Experience with Adobe Creative Suite
- Experience creating content for multiple brands or distinct audiences
- Personal experience with outdoor recreation and adventure travel
- Interest in joining our full-time summer office team in Washington state

LOCATION AND SCHEDULE

This is a year-round, part-time position. Remote or hybrid work may be available for the right candidate, though preference may be given to candidates who are able to periodically work in person in Hendersonville, North Carolina.

The position will have regular responsibilities and deadlines throughout the week, but there is flexibility around when some of the work is completed. We expect this role to average approximately 12–15 hours per week, with a goal of creating and publishing approximately five primary pieces of social content each week (primarily reels and carousels), along with stories and other content as appropriate. These hours include time for content planning, reviewing our photo and video library, creating and editing content, writing captions, publishing and scheduling, and reviewing performance.

Candidates interested in the optional full-time summer position should be available to relocate to Washington state from approximately early June through mid-August (housing and most meals provided).

HOW TO APPLY

Please email your resume, cover letter, and examples of social media content you've created to Amanda Fox at info@adventuretreks.com. Please include links to professional accounts, reels, videos, or a portfolio and briefly describe your role in creating the work you're sharing.