ASSISTANT MEDIA COORDINATOR

Volunteer Content & Communications Role • West Coast 4x4 Adventures

SOCIAL MEDIA | PHOTOGRAPHY | CONTENT CREATION | STORYTELLING

ROLE	Assistant Media Coordinator	**STATUS**	Volunteer (Unpaid)
REPORTS TO	Media Coordinator / Club President	**TERM**	One year (renewable)
EFFECTIVE DATE	October 2026	**CLASSIFICATION**	Communications Volunteer

■ **CONTENT SUPPORT ROLE: The Assistant Media Coordinator works under the direction of the Media Coordinator to capture, create, and publish content that tells the West Coast 4x4 Adventures story. This role is ideal for a member who loves photography, videography, social media, or storytelling and wants to develop those skills in a real-world club setting.**

1. POSITION OVERVIEW

The **Assistant Media Coordinator** is the creative engine behind West Coast 4x4 Adventures' digital presence. This role supports the Media Coordinator in capturing the sights, sounds, and stories of every trail run, base camp, and club event — transforming raw footage and photos into engaging content that grows the club's following, attracts new members, and delivers value to sponsors.

From snapping action shots on a rocky ledge to editing a highlight reel back at camp, the Assistant Media Coordinator is always looking for the next great story in the dust and the desert light. This role is an outstanding opportunity for a member with creative skills who wants a meaningful club contribution that goes beyond the trail — leaving a lasting visual legacy of every West Coast 4x4 Adventures adventure.

> *"Every trail run fades from memory — but a great photo lasts forever. The Assistant Media Coordinator makes sure the world sees what we see: the dust, the grit, the laughs, and the moments that make this club worth belonging to."*

2. CORE RESPONSIBILITIES

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Event Photography & Videography

- Attend club events as the designated media capture volunteer, documenting trail runs, camp life, recoveries, spotting action, and member moments.
- Capture high-quality photos and video footage of vehicle action on technical terrain — including obstacle runs, water crossings, and scenic trail segments.
- Document the full event experience: pre-run briefings, camp setup, meal service, group gatherings, and award ceremonies.
- Operate personal or club-provided camera equipment including DSLRs, mirrorless cameras, action cameras (GoPro), and smartphone rigs.
- Manage drone footage capture where permitted by land-use regulations and in coordination with the Media Coordinator.
- Curate the best selects from each event's photo and video library for delivery to the Media Coordinator within 7 days of the event.
- Maintain a well-organized digital media archive with consistent file naming, date tagging, and event labeling.

Social Media Content Creation & Posting

- Create engaging social media content — posts, reels, stories, and carousels — for the club's Instagram, Facebook, YouTube, and TikTok channels.
- Draft captions that reflect the club's brand voice: rugged, community-driven, adventurous, and authentic.
- Schedule and publish approved content according to the club's social media content calendar under the Media Coordinator's direction.
- Respond to comments, messages, and member tags on social media posts in a timely and on-brand manner.
- Monitor social media engagement metrics and report reach, impressions, and follower growth to the Media Coordinator monthly.
- Identify and engage with user-generated content from members — reposts, tags, and story features that build community.
- Research trending audio, formats, and content styles relevant to the off-road, overlanding, and outdoor adventure space.
- Coordinate with the Sponsorship Outreach Coordinator to ensure sponsor tags, mentions, and product features are included as contracted.

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Graphic Design & Visual Branding

- Design event flyers, announcement graphics, member spotlights, and sponsor recognition posts using Canva, Adobe Express, or equivalent tools.
- Maintain consistent use of WC4x4 brand colors, fonts, logos, and visual identity across all content.
- Create branded templates for recurring content types — event announcements, run recaps, member features, and sponsor callouts.
- Produce post-event sponsor recap graphics including event attendance, social reach, and photo highlights for the Sponsorship Coordinator.
- Design digital and print-ready materials as needed — banners, name tags, programs, and signage for club events.

Newsletter & Website Content Support

- Contribute photos, captions, and written event recaps to the club's monthly newsletter under the direction of the Media Coordinator.
- Write short-form member spotlight features and trail run summaries for digital publication.
- Maintain the club website's photo gallery, event archive, and media page with current content.
- Assist the Media Coordinator in producing the monthly newsletter from content gathering through layout and distribution.
- Draft blog-style trail reports that capture the terrain, highlights, and memorable moments from each run.

Media Archive & Content Management

- Maintain the club's organized digital media library on the approved cloud storage platform.
- Back up all event photos and video footage within 14 days of each event to the club's designated storage.
- Tag and categorize media by event, date, member (with permission), and terrain type for easy future retrieval.
- Provide media assets to other club officers on request — for presentations, sponsorship proposals, and Board reports.
- Assist in producing an annual club highlight video or photo book for presentation at the Annual General Meeting.

3. CONTENT PLATFORMS & TOOLS

The Assistant Media Coordinator is expected to be proficient with or willing to learn the following platforms and tools used in the club's media operations:

Social Media	Instagram, Facebook, TikTok, YouTube	Content publishing, community engagement, event promotion
Photo Editing	Adobe Lightroom, Snapseed, VSCO, or equivalent	Color grading, cropping, batch editing of event photography

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Video Editing	CapCut, DaVinci Resolve, Adobe Premiere Rush, or equivalent	Reels, trail documentation, highlight videos, event recaps
Graphic Design	Canva, Adobe Express, Photoshop (basic)	Flyers, social graphics, banners, sponsor cards
Cloud Storage	Google Drive or OneDrive (club-assigned)	Media archive, file sharing with officers and sponsors
Newsletter	Mailchimp, Constant Contact, or equivalent	Monthly member newsletter layout and distribution
Analytics	Meta Business Suite, Instagram Insights, YouTube Studio	Engagement tracking, reach reporting, content performance
Camera / Capture	DSLR/mirrorless, GoPro, DJI (drone), smartphone	Trail photography, action video, aerial footage

4. RECURRING CONTENT CALENDAR DUTIES

The Assistant Media Coordinator supports the following recurring content commitments under the direction of the Media Coordinator:

3–5x per week	Social media posts — trail photos, member features, club updates	Instagram / Facebook
2–3x per week	Short-form reels or TikTok clips from recent events	Instagram Reels / TikTok
Weekly	Instagram/Facebook Stories — behind the scenes, countdowns, polls	Instagram / Facebook
Per event	Event photo gallery edited and archived within 7 days	Club Google Drive
Per event	Post-event recap post with highlights and member tags	Instagram / Facebook
Monthly	Newsletter photo curation, captions, and layout contribution	Email (Mailchimp)
Monthly	Social media engagement & reach report to Media Coordinator	Internal report
Per event	Sponsor recognition content — tagged posts, story features, recap mentions	Instagram / Facebook
Quarterly	YouTube highlight video from quarterly trail run footage	YouTube
Annually	Annual highlight video or photo book for AGM presentation	Club presentation

5. REQUIRED SKILLS & QUALIFICATIONS

- Active membership in West Coast 4x4 Adventures in good standing.
- Genuine passion for photography, videography, storytelling, or social media content creation.
- Working proficiency with a smartphone camera and basic photo/video editing apps.
- Familiarity with Instagram, Facebook, and at least one short-form video platform (TikTok or Reels).
- Creative eye — ability to identify compelling moments, angles, and lighting in dynamic field environments.
- Basic graphic design ability using Canva, Adobe Express, or equivalent tools.

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- Ability to produce and deliver edited content within the 7-day post-event window consistently.
- Strong written communication skills — ability to write engaging, on-brand captions and short-form copy.
- Reliability and follow-through — content deadlines drive club communications and sponsor deliverables.
- Willingness to attend club events specifically to capture media — not just to wheel.
- Respect for member privacy — always seek permission before publishing identifiable photos of individuals.

6. PREFERRED QUALIFICATIONS

- Experience managing social media accounts for a brand, business, club, or personal following of 500+ followers.
- Proficiency with Adobe Lightroom, Premiere Rush, DaVinci Resolve, or professional editing software.
- Experience with action camera systems (GoPro, Insta360) and mounting for in-vehicle or trail capture.
- FAA Part 107 drone pilot certification or demonstrated recreational drone operation experience.
- Prior event photography experience — off-road, motorsports, outdoor recreation, or similar.
- Understanding of basic SEO principles, hashtag strategy, and social media algorithm behavior.
- Experience producing YouTube content including scripting, filming, and editing longer-form video.
- Graphic design portfolio demonstrating branded content, event flyers, or social media graphics.
- Background in journalism, communications, marketing, or a related creative field.

7. TIME COMMITMENT

Event attendance for media capture	Full event day	Per event
Photo editing & curation	2–5 hours	Per event
Social media post creation & scheduling	3–5 hours	Weekly
Reel / TikTok creation & editing	2–4 hours	Weekly
Community engagement (comments/DMs)	30–60 minutes	Daily
Graphic design (flyers, cards)	1–3 hours	Per event/need
Newsletter contribution	2–3 hours	Monthly
Analytics report preparation	1 hour	Monthly
Media archive organization	1–2 hours	Monthly
Sponsor content fulfillment	1–2 hours	Per contracted post
Annual highlight video/photo book	6–12 hours	Annually

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Total estimated commitment: **10–20 hours per month**, scaling with event frequency and content volume. Peak activity periods align with the spring and fall trail seasons.

8. BRAND VOICE & CONTENT GUIDELINES

All content published under the WC4x4 brand must align with the following voice and content standards. The Assistant Media Coordinator must internalize and consistently apply these guidelines across every platform:

Tone	Rugged, authentic, and community-driven. Never corporate or overly polished. Speak like a fellow trail rider, not a marketi
Personality	Bold, adventurous, and inclusive. Celebrate all skill levels — from stock rigs to fully built rigs. Every member's story matte
Visuals	Canyon-red, desert gold, sand tones, and raw terrain. Dusty, gritty, sun-drenched. Avoid overly filtered or artificial-looking
Member Content	Always obtain verbal or written permission before publishing identifiable photos of members. Never post images that could
Sponsor Content	Sponsor tags and mentions must match contracted deliverables exactly. Never invent sponsor content or tag brands not u
Prohibited Content	No political content, no divisive social commentary, no alcohol promotion, no content that could expose the club to legal lia
Approval	All content featuring sponsors, major announcements, or sensitive topics must be approved by the Media Coordinator or C

9. WHAT THIS ROLE BRINGS TO THE CLUB

■ **LASTING MEMORIES**	Every trail run, camp night, and recovery operation is preserved — building a visual legacy the clu
■ **AUDIENCE GROWTH**	Consistent, quality content grows the club's following and puts WC4x4 in front of future members a
■ **SPONSOR VALUE**	Professional event coverage and tagged sponsor content fulfills contracts and makes renewals ea
■ **COMMUNITY PRIDE**	Members share content featuring themselves and their rigs — amplifying reach and deepening bel
■ **MEMBER RECRUITMENT**	A strong social media presence is the #1 way prospective members discover the club and decide t
■ **BRAND CREDIBILITY**	Polished, on-brand content signals that WC4x4 is organized, active, and worth partnering with.

10. HOW TO APPLY

West Coast 4x4 Adventures welcomes applications from all active members who have a passion for content creation and want to contribute their creative skills to the club community.

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Step 1 — Express Your Interest
Email the Media Coordinator or Club President at president@westcoast4x4adventures.com with the subject line "Asst. Media Coordinator Application – [Your Name]."

Step 2 — Submit a Creative Sample
Share links to or examples of your photography, social media content, video edits, or graphic design work. Even personal Instagram accounts or hobby projects are welcome — we want to see your eye, not your resume.

Step 3 — Brief Conversation
Shortlisted applicants will have a casual 20–30 minute conversation with the Media Coordinator to discuss the role, your creative interests, and how your style fits the WC4x4 brand.

Step 4 — Trial Event
Selected candidates will attend one club event as a media volunteer to capture content and submit a sample post package — giving both the club and the applicant a chance to evaluate fit before formal appointment.

Application Deadline: Rolling — applications accepted until the position is filled.
Questions? Contact the Media Coordinator or Club President at any club meeting or via email.

This position description is approved by the West Coast 4x4 Adventures Board of Directors and is subject to annual review. West Coast 4x4 Adventures is an equal opportunity volunteer organization and encourages applications from all members regardless of experience level.

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