



**CITY OF LOS ANGELES  
DEPARTMENT OF RECREATION AND PARKS  
RECREATIONAL SERVICES BRANCH**



**Part-Time Project Assistant  
(4 Positions Available)  
Salary: \$28.36 per hour**

The current salary range is subject to change. You may confirm the starting salary with the hiring department before accepting a job offer.

The Department of Recreation and Parks is recruiting four Project Assistant, who is a part-time, at-will employee who will work a maximum of 1,040 hours per year at various recreation facilities citywide.

**Available Hours/Locations:**

- 10-20 hours per week, may work three to five days every week. Set schedule will be established by mutual agreement.
- Various Recreation Facilities Citywide

**Job Description:** We're looking for a Social Media Influencer to join our team and help us grow our brand awareness. As a Social Media Influencer, you will be responsible for creating and sharing content that promotes our brand image, programs, services and drives engagement with our target audience. You will need to be creative, strategic, and have a strong understanding of the social media landscape. Collaborate with the creative team to brainstorm and create content that resonates with youth audiences.

**Job Duties and Responsibilities:**

- Promote RAP's brand on social media to significantly increase awareness of programs and services.
- Create, develop, and maintain social media brand presence and corresponding content, including video and photo content, showcasing our parks, programs, events, activities and services.
- Partner with park staff to create content highlighting hidden gems, unique events, and lesser-known park features.
- Participate in park events and activities, sharing your experiences with your followers.
- Create, develop, and maintain social media accounts, including Facebook, Twitter, YouTube, and Instagram.
- Maintain consistent communication, build and increase brand awareness, and develop relationships with relevant people
- Evaluate effectiveness and optimize campaign performance.
- Identify influencers in relevant industries and areas, collaborating with them to post promotional content and advertisements.
- Post relevant content, including content written by others, on social media platforms.
- Respond to comments and questions from followers in a positive and informative way.



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**Job Requirements and Qualifications:**

- Passion for social media and digital storytelling. A genuine enthusiasm for recreation and parks activities.
- Previous experience as a social media influencer or content creator and demonstrated ability to drive engagement and growth on social media platforms.
- Experience working with brands or organizations on sponsored content. Proven track record of building and engaging online communities.
- Strong understanding of youth culture, trends, and online communities.
- Excellent written and verbal communication skills.
- Ability to create visually appealing and engaging content.
- Strong organizational and time management skills.
- Self-starter who is able to work independently, and as part of a social marketing team

**How to Apply:**

If you're passionate about storytelling through social media and are looking for an opportunity to help increase brand awareness, with a focus on targeting youth and families, then we want to hear from you! Please submit your **resume**, along with **links to your social media profiles and any relevant work samples**, to **Jennifer.Camacho@lacity.org**. Be sure to include a brief statement outlining why you are the perfect fit for this role.

**Deadline for Applications: September 27, 2024 or until sufficient applications are received.**

An Equal Employment Opportunity Employer As a covered entity under the Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities