NOW HIRING

Marketing and Social Media Associate

Application Deadline: September 9, 2022

Job Title: Marketing and Social Media Associate

Department: Communications and Marketing

Reports to: Communications and Marketing Director

Classification: Exempt (salaried) 1.0 FTE

Salary: $47,000 - $51,000

Benefits Include:

- Medical insurance: 100% payment of premiums for medical and dental insurance, for employees only
- Competitive leave benefits which include two (2) weeks paid vacation during a staff member’s first year of employment, accrual of eight (8) hours paid sick time per month, eight (8) recognized paid holidays as well as 40 hours of flexible holiday time per year, and family leave.
- 401(k) 3% match plus annual fixed amount contribution
- Ability to attend free or subsidized courses at Portland Audubon
- Substantial discount at our Nature Store, including optics
- Opportunity to work in one of the most beautiful forests in Oregon

About Portland Audubon

Portland Audubon has been a leading voice in conservation for over a century. Through conservation advocacy, environmental education, and wildlife rehabilitation, we promote the understanding, enjoyment, and protection of native birds, other wildlife and their habitats. We are located in a 172-acre wildlife sanctuary in Forest Park, just minutes from downtown Portland.

Portland Audubon is committed to building a diverse and inclusive environment, reflecting the diversity of our community in its board, staff, volunteers, and members; ensuring our internal culture, business practices, and programs are welcoming and advance our diversity goals; and empowering people to make positive changes in their community and environment. Portland Audubon’s Marketing and Social Media Associate is expected to serve diverse audiences and help advance Portland Audubon’s diversity strategies. More background on our diversity efforts can be found at audubonportland.org/about.
Position Summary

The Marketing and Social Media Associate is an integral member of the Communications team, planning and implementing marketing and social media campaigns to increase brand awareness, supporter engagement, fundraising, and advocacy. The Marketing and Social Media Associate has demonstrated experience in digital and print advertising, and social media management, measuring outcomes through conversion tracking. The successful candidate works with the Communications and Marketing Director to determine marketing and social media needs throughout the organization, and to seamlessly roll out creative and effective campaigns to achieve desired results. This position uses their voice to advance our mission to inspire people to love and protect nature and build an inclusive conservation movement. As we strive to inspire and support broader constituencies in conservation, we especially welcome an understanding of engaging diverse communities including BIPOC, the disability community, the LGBTQIA+ community, and other marginalized groups. Lived experience as a person from any marginalized community is considered an asset in this position.

Essential Duties & Responsibilities

- Work collaboratively across departments to determine organizational marketing and social media needs
- Establish and implement marketing and social media strategies and campaigns, evaluate their effectiveness, and implement changes in real time to achieve best results
- Conduct market research and analysis using Google Analytics, Emma, and other tools, and establish data management and tracking systems to optimize the organization’s marketing efforts and measure ROI for campaigns
- Use marketing strategies to effectively fundraise, bring in new members, increase participation in programs and events, increase brand awareness, and recruit new activists
- Work with an outside firm to manage Google Grants advertising
- Work with the Communications and Marketing Director and staff to enforce brand consistency, outreach measures, DEI practice, and mission communication
- Develop compelling social media content to engage and build community among existing and new audiences
- Produce and edit social media content across all platforms, including writing, copy editing, and creating videos and stories
- Manage Portland Audubon’s online communities, including responding to and elevating comments, answering messages, and ensuring a safe environment, especially for marginalized communities
- Monitor and analyze trending topics and relevant social conversations
- Create and maintain Portland Audubon’s social media editorial calendar
Preferred Skills and Experience

Studies have shown that women and minorities often don’t apply for positions where they don’t meet all of the preferred skills and experience. We recognize that there are many different paths, experiences, and less traditional backgrounds that add value to one's work, and encourage applicants to apply even if they do not have all of the preferred skills.

- 3+ years of experience in marketing/ advertising and social media
- Superb writing, editing, and verbal communications
- Ability to create, monitor, and track conversions on marketing campaigns, providing monthly reports
- Experience with Facebook, Instagram, Twitter, TikTok, and ability to adapt to emerging social media platforms.
- Ability to film and edit video content for social media and digital marketing
- Ability to work quickly, independently and creatively in a rapid-fire environment, and manage a variety of key initiatives concurrently
- An interest in learning about wildlife, local and statewide environmental issues, and natural history
- Understanding of the history of inequity, racism, and other forms of prejudice in the environmental movement and experience working toward equity, diversity, and an inclusive culture within an organization
- English and Spanish, Mandarin, Vietnamese, or Somalian language abilities preferred. Native speakers preferred for languages other than English.

Working Conditions

- Occasional travel within the greater Portland region with monthly travel within 40 miles of Portland
- Occasional evening, early morning, and weekend duties
- Ability to work in a multi-functional setting with a variety of open and closed office spaces (due to Covid-19 in office work is limited) as well as field work
Cultural Competencies

Portland Audubon is committed to maintaining an anti-racist organizational culture. We are committed to training all staff on cultural competency and diversity, equity, and inclusion. We see staff with a high degree of cultural competency or lived experience working with communities of color, people who are disabled, and people from all socioeconomic backgrounds, as vital for all positions in our organization. We seek staff with comfort and curiosity in engaging in conversations around issues of identity, belonging, and systemic oppression.

- Creates an environment that acknowledges, encourages, and celebrates differences.
- Functions and communicates effectively and respectfully within the context of varying beliefs, behaviors, orientations, identities, and cultural backgrounds.
- Seeks opportunities to gain experience working and collaborating in diverse, multicultural, and inclusive settings with a willingness to change for continual improvement.

Application

Portland Audubon does not discriminate on the basis of race, creed, sex, sexual orientation, age, religion, marital status, national origin, political affiliation or mental or physical handicap. Candidates of color are strongly encouraged to apply. Portland Audubon is committed to building a diverse and inclusive environment, reflecting the diversity of our community in its board, staff, volunteers, and members; ensuring its internal culture, business practices, and programs are welcoming and advancing its diversity goals; and empowering people to make positive changes in their community and environment. All Portland Audubon employees are expected to serve diverse audiences and help advance our diversity strategies. More background on our diversity efforts can be found at http://audubonportland.org/about.

How to Apply

ONLINE SUBMISSIONS PREFERRED

Apply online at: https://portlandaudubon.bamboohr.com/jobs/

To submit via US Postal Service:
Please send your resume, cover letter and the application found on our website to:

Human Resources
Portland Audubon
REF: Marketing and Social Media Associate
5151 NW Cornell Road
Portland, OR 97210

APPLICATION DEADLINE: On or before midnight on September 9, 2022
Diversity Statement

Portland Audubon believes that inspiring all people to love and protect nature is best achieved when we embrace diversity as a value and practice. In the same way an ecosystem needs many types of plants and wildlife, an organization thrives when it includes a diversity of people and perspectives. We recognize that inequities are widespread and create gaps between our present reality and our aspirations. Audubon is committed to:

- Reflecting the diversity of the community in our board, staff, volunteers, and members.
- Ensuring our internal culture, business practices, and programs are welcoming and advance our diversity goals.
- Empowering people to make positive changes in their community and environment.

Portland Audubon has completed four years of a five-year strategic plan. A core priority moving forward is to infuse equity, inclusion, and diversity (EID) into all of the goals and work of the organization. This position will play an important role in achieving the organization’s EID goals through engagement with staff, board members, donors, volunteers and the public. We recognize that in order to serve diverse communities we must also have diversity represented in our staff. Applicants of color, immigrants, and other underserved persons are encouraged to apply.

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Portland Audubon does not discriminate on the basis of race; creed; sex; sexual orientation; gender identity; age; religion; marital status; national origin or ancestry; political affiliation; citizenship; lawful immigration status; or mental, physical or medical disability; Veteran status; or liability for service in the United States Armed Forces.