



Digital Marketing Assistant

Gilsland Farm Audubon Center, Falmouth

Maine Audubon is hiring a Digital Marketing Assistant to join its dynamic team based in Falmouth, ME. Since 1843, Maine Audubon has worked to conserve Maine's wildlife and wildlife habitat by engaging people in education, conservation, and action.

We are seeking a part-time Digital Marketing Assistant. This is a hybrid position based primarily at Maine Audubon's headquarters at Gilsland Farm Audubon Center in Falmouth, with potential occasional travel to other sanctuaries in southern Maine. The Digital Marketing Assistant reports to the Director of Communications and Marketing, and is responsible for assisting in creating and managing content on Maine Audubon's social media accounts, as well as digital asset management.

Essential Duties and Responsibilities

- Prepare and schedule regular social media posts in conjunction with relevant staff (on phenology, natural history, wildlife, native plants, etc. as well as volunteer profiles, organizational programs and events, sharing of blog posts, sharing of earned media, advocacy work, etc.)
- Track and analyze social media metrics to inform strategies for posting and increasing audience engagement
- Photograph events, programs, meetings, and projects for use on social media and the Maine Audubon website
- Post or live stream from festivals, events, programs, and sanctuaries, do event "sneak previews," and explore other video opportunities for social media
- Utilize graphic design tools to create social media campaigns around larger programs/events, consistent with brand styles (tools may include Adobe Photoshop, Canva, or Procreate, or other imaging software or web apps)
- Follow and implement brand style guidelines to help keep our messaging and content consistent across all channels
- Organize and manage digital assets including uploading, meta tagging, adding keywords and captions, and confirming usage rights and permissions

Qualifications

- Excellent knowledge of social media platforms such as Facebook, Instagram, LinkedIn, YouTube, Threads, and X
- Prior experience in marketing or social media, with working knowledge of scheduling tools

- Fluency in GoogleSuite products
- Excellent communication skills, experience with or knowledge of AP Style preferred
- Excellent time management skills
- Eagerness to learn about new innovations and software
- Ability to work independently and efficiently with little supervision
- Ability to switch efficiently among different cultural frames of reference and communication modes
- Ability to represent Maine Audubon's mission, goals, and philosophies with the highest professional standards
- A degree in communication, marketing, or social media is preferred
- Interest in and knowledge of environmental issues, wildlife, and birding is a plus
- Must be able to pass a background check

Note: Maine Audubon can provide DSLR camera and recording equipment.

We encourage you to apply even if you don't meet 100% of the requirements but believe that you would be a good fit for this position.

Timing, Compensation, and Benefits

- 12-15 hours per week, flexible scheduling with some nights and weekends
- Year-round, part-time position with benefits including Maine Earned Time off, participation in our retirement plan, annual membership to Maine Audubon, and discounts in our Nature Stores
- Salary range: \$18-19/hour, based on experience

To apply: Please send resume and cover letter to media@maineaudubon.org, with "Marketing Assistant" in the subject line. Review of applications will be ongoing and the position is open until filled.

Maine Audubon is an Equal Opportunity Employer. We do not discriminate on the basis of race, color, religion, sex (including pregnancy), sexual orientation, gender identity, national origin, age, disability, veteran status, or any other aspect of identity protected by applicable federal, state, or local law.