

Job Description: Part-Time Digital Communications Assistant

Position Title: Digital Communications Assistant

Employee Payroll Status: Part-Time (Non-Exempt)

Reports to: Director of Communications and Outreach

Application Deadline: February 10, 2025

About Golden Gate Bird Alliance

Golden Gate Bird Alliance engages people to experience the wonder of birds and to translate that wonder into actions that protect native bird populations and their habitats. Founded in 1917, Golden Gate Bird Alliance is one of the oldest and most respected conservation organizations in the Bay Area. An independent non-profit affiliated with the National Audubon Society, it connects people of all ages with birds and the natural world, conserves and restores habitat, and engages Bay Area residents in protecting the local environment.

Job Summary

The Digital Communications Assistant supports the Director of Communications and Outreach in managing and implementing Golden Gate Bird Alliance's digital communications strategy. This part-time role focuses on creating engaging online content, updating digital platforms, and ensuring consistent branding to enhance Golden Gate Bird Alliance's visibility and engagement with its community.

Primary Responsibilities

Content Creation and Management

- Create, schedule, and publish engaging content across digital platforms, including websites, social media, and email newsletters.
- Assist in maintaining the organization's website by updating content, ensuring accessibility, and troubleshooting basic technical issues.
- Collaborate with the Director of Communications and Outreach to develop digital assets such as graphics, videos, and photography for campaigns and programs.

Social Media Management

- Monitor and engage with Golden Gate Bird Alliance's social media audiences on platforms such as Facebook, Instagram, Twitter, and others as needed.
- Track social media analytics and provide regular reports on performance to inform future strategies.
- Research and implement best practices to grow social media engagement and reach.

Email Marketing

- Assist in creating and distributing email campaigns, ensuring content aligns with organizational messaging and branding guidelines.
- Maintain email distribution lists and monitor campaign performance.

Analytics and Reporting

- Monitor website traffic and digital engagement metrics, providing reports to the Director of Communications and Outreach.
- Assist in analyzing digital communications efforts to improve performance and reach.

Support and Collaboration

- Work closely with program staff to align digital content with organizational goals and initiatives.
- Support outreach and event promotion through digital channels.
- Perform other communications-related tasks as assigned by the Director of Communications and Outreach.

Qualifications

- Experience in digital communications, social media management, or related fields.
- Proficiency in social media platforms (Facebook, Instagram, Twitter, etc.) and content management systems such as WordPress.
- Basic graphic design skills, with experience in tools such as Canva, Adobe Photoshop, or similar.
- Strong writing and editing skills, with attention to detail and consistency in branding.
- Familiarity with email marketing platforms (e.g., MailChimp, Constant Contact) and analytics tools (e.g., Google Analytics).
- Ability to work independently, manage time effectively, and meet deadlines.

Desirable Skills

- Interest in birds, wildlife, or conservation issues.
- Experience with video editing or multimedia content creation.
- Spanish language proficiency is a plus but not required.

Work Schedule and Compensation

- This is a part-time position, requiring 15-20 hours per week, with flexibility to accommodate some remote work.
- The starting hourly wage is \$25/hr for this position.

This position is an excellent opportunity for an individual with strong digital skills and a passion for communication to contribute to the mission of Golden Gate Bird Alliance.

Please send a cover letter and resume to communications@goldengatebirds.org by Monday, February 10.