

Part Time Digital Media Coordinator

Role Summary

The Part Time Digital Media Coordinator is responsible for executing multiplatform digital strategies, managing content creation, maintaining digital platforms, and supporting brand visibility initiatives across EarthShare Texas's communications channels. This role plays a crucial part in ensuring a consistent and engaging online presence, contributing to donor engagement, public awareness, and overall organizational objectives.

Key Responsibilities

Multiplatform Content Strategy & Execution

- Develops and produces platform-specific content tailored for social media, email campaigns, blog posts, and other digital initiatives, aligning with overarching organizational goals.
- Architects and maintains a comprehensive monthly content calendar to ensure predictable and timely output across all digital channels.
- Ensures cross-channel storytelling alignment, reinforcing the mission and brand messaging consistently across platforms.
- Analyzes digital metrics to provide strategic recommendations for content optimization, audience engagement, and campaign performance improvement.

Visual Design & Creative Direction

- Designs and produces compelling campaign graphics and visual systems that adhere strictly to EarthShare Texas's brand guidelines.
- Develops and maintains brand-aligned templates for recurring digital and print needs, streamlining production processes and ensuring consistency.
- Creates professional presentations and marketing materials as required by staff for effective engagement with members and funders.

Website Content Management & Optimization

- Performs routine content updates to the EarthShare Texas website, ensuring accuracy, relevance, and currency of information.
- Develops and manages specific campaign landing pages and supporting blog posts to drive engagement and provide detailed information.
- Implements SEO-aligned content improvements to enhance organic search visibility and discoverability of the organization's digital assets.

Email Marketing & Donor Communications Management

- Manages Mailchimp campaign creation, audience segmentation, and deployment for targeted outreach to donors and stakeholders.
- Produces and schedules monthly newsletters, including both General and Green Business editions, ensuring engaging content and timely delivery.
- Conducts A/B testing and performance analysis on email communications to continuously optimize open rates, click-through rates, and overall engagement.

Internal Collaboration & Workflow Support

- Collaborates actively with internal staff across various departments to source necessary content, compelling stories, and high-quality visuals.
- Maintains and refines internal workflows for efficient content production, asset management, and cross-departmental communication.
- Supports member organizations through consistent amplification of their activities and visibility efforts across EarthShare Texas's digital platforms.

Brand Development & Merchandise Coordination

- Manages the concept, design, and production process for new EarthShare Texas merchandise lines, from initial idea to final product.
- Ensures all merchandise aligns strictly with the organization's brand identity, mission focus, and current campaign themes.
- Coordinates vendor management, production logistics, and the final rollout strategy for all merchandise initiatives.

Newsletter Redesign & Content Architecture

- Leads the redesign of both the General and Green Business Newsletter templates, aiming to enhance clarity, accessibility, and overall brand alignment.
- Strengthens segmentation strategies to ensure personalized and highly relevant content delivery to diverse subscriber groups.

Digital Platform Refresh & Asset Acquisition

- Updates the website's visual design elements to align with the current brand direction and aesthetic.
- Refreshes critical website pathways, including the homepage, events page, member organization pages, and donation portals, for improved user experience and conversion.

Required Qualifications

- Experience: 2-4 years of professional experience in digital marketing, social media management, content creation, or similar roles, with demonstrated success in managing digital platforms, ideally within a non-profit or mission-driven organization.
- Skills: Proficiency with major social media platforms and their analytics tools. Strong graphic design skills and proficiency with design software (e.g., Adobe Creative Suite, Canva). Experience with Content Management Systems (CMS) such as WordPress. Demonstrated experience with email marketing platforms (e.g., Mailchimp) including list segmentation and deployment. Basic understanding of SEO principles. Excellent written and visual communication skills. Ability to manage multiple projects, prioritize tasks, and work collaboratively in a fast-paced environment. Strong attention to detail and a creative mindset.

Details

- Position Type: Part-Time employment (20-25 hours/week)
- Compensation: \$22.60 per hour
- Location: Austin, Texas (hybrid work format with most work done remotely)
- Start Date: May, 2026

Interested candidates should submit a resume, a brief cover letter highlighting their passion for environmental issues and their experience with social media, and examples of any relevant content creation (graphics, videos, writing samples, etc.) to estx@earthshare-texas.org, with the subject line: "Digital Media Application - [Your Name]". EarthShare Texas is committed to building a diverse and inclusive workplace. We encourage individuals from all backgrounds to apply.