



# Marketing Specialist

Job Posting – September 2025

## About Houston Audubon

Houston Audubon is a nonprofit organization established in 1969 with the mission to advance the conservation of birds and their habitats in the Greater Houston Gulf Coast Region. We have a rich history of advancing this mission with a positive local, regional, and global impact through sanctuary and habitat management, environmental education, and conservation advocacy. Houston Audubon owns and manages 17 nature sanctuaries in the Houston Gulf Coast area providing over 4,100 acres of wetlands, forest, coastal woodlands and prairie, and beach that serve as critical habitat for over 300 species of migratory and resident birds. Houston Audubon sanctuaries also serve as community assets where people enjoy nature, learn, socialize, and explore. We deliver hundreds of nature-based program experiences for children and adults every year.

## Position Summary

We are seeking a creative and data-driven Marketing Specialist to join our team. The ideal candidate is passionate about social media, understands the latest trends, and knows how to translate online engagement into real-life action for our mission. In this role, you will be responsible for developing, executing, and analyzing social media strategies and content to grow our brand's online presence, foster a vibrant community, and support our overall marketing and organizational objectives.

<b>Annual Salary</b>	<b>\$40,000-\$50,000 DOQ</b>
<b>Hours per Week</b>	40
<b>Workplace</b>	Headquarters: Edith Moore Nature Sanctuary 440 Wilchester Blvd, Houston, TX 77079
<b>Flexible Work Options</b>	Yes
<b>Benefits</b>	<ul style="list-style-type: none"><li>• Medical Insurance: 75% of premiums for medical and dental plans</li><li>• Life Insurance</li><li>• 401(k) up to 3.5% match</li><li>• Competitive vacation and sick leave</li></ul>
<b>Position Reports To:</b>	Communications and Marketing Director

## Essential duties and responsibilities:

### Social Media

- Manage and maintain all social media platforms (e.g. Instagram, Facebook, LinkedIn, YouTube), ensuring a consistent and compelling brand voice

- Manage content calendar: plan, create, and schedule a consistent flow of content across social media platforms
- Plan and manage social media campaigns, including paid advertising campaigns, to promote specific initiatives
- Write compelling social media posts, including original text, images, videos and graphics
- Maintain brand voice and ensure all content is consistent with the company's brand identity, values, and messaging
- Research and incorporate the latest social media trends, best practices, and new platform features into the content strategy
- Monitor social channels, responding to comments and messages in a timely and professional manner
- Collaborate with other brands and influencers to expand reach and build brand awareness.

### **Content Creation**

- Produce high-quality, engaging content, including written copy, images, graphics, and video, tailored to each platform's unique audience and format.
- Collaborate with other departments to create video content highlighting the organization's mission and initiatives
- Maintain photo database and ensure photo documentation of sanctuaries and programs
- Gather stories, testimonials, and data from program staff, sanctuary visitors and program participants to showcase the impact of the organization's work

### **Reporting/Analysis**

- Use analytics tools (Sprout Social) to track key performance indicators, such as engagement rates and reach
- Prepare and present regular reports on social media performance to the Communications Director, highlighting successes and areas for improvement
- Use data and insights to continuously adjust and refine the social media strategy for optimal results

### **Other Duties**

- Regularly review the organization's website in collaboration with the webmaster, suggesting updates to enhance user experience
- Manage Wordpress blog, gathering submissions from staff and guest contributors
- Plan and execute targeted email marketing campaigns and analyze performance
- Represent the organization at events, engaging with the public, capturing photo and video footage, and selling merchandise. Must be able to travel throughout the city.
- Other duties as assigned

### **Requirements**

- Bachelor's degree in communications, marketing, or a related field
- Two or more years of professional experience in marketing with a proven track record of creating and implementing successful marketing strategies

- Must maintain a professional demeanor
- Strong analytical abilities, including the capacity to collect and analyze data to make informed marketing decisions
- Excellent writing and editing skills, including the ability to synthesize and translate complex topics for multiple audiences.
- Exceptional interpersonal and communication skills, including the ability to work effectively with colleagues, stakeholders, and vendors
- Effective time-management skills
- Proficiency with Microsoft Office (Power Point, Word, Outlook, Excel)
- Experience with content creation tools like Canva and video editing software
- Travel throughout the city required
- Must be flexible to work evenings and weekends as needed
- Fluency in Spanish preferred

To apply, send a resume and cover letter to Zineera Seth Chong: [zseth@houstonaudubon.org](mailto:zseth@houstonaudubon.org)

Houston Audubon is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or protected veteran status. We are committed to fostering and nurturing an organizational culture of equity, diversity, and inclusion within our workplace and sanctuaries, and in our work in the community. We believe that the rich blend of ideas, perspectives, and viewpoints that come with diversity are essential to our long-term success. Our values and actions reflect our commitment to diversity and inclusion of all as reflected in our hiring practices, team interaction, and outreach and engagement at large.