



Audubon Society of Rhode Island

Social Media Coordinator Job Description

Job Title: Social Media Coordinator

Location: Smithfield, Rhode Island (Hybrid potential)

Job Type: Part-Time (20 hours/week), Non-Exempt

Reports To:

Salary Range: \$17-\$20 per hour, commensurate with experience

Our Mission

The mission of the Audubon Society of Rhode Island is to protect birds, other wildlife, and their habitats through conservation, education, and advocacy for the benefit of people and all other life.

Climate change has emerged as a principal priority of the Audubon Society of Rhode Island. Our partnership-based approach to policy, advocacy, education, research, and conservation has been critical to our success. The Social Media Coordinator will help amplify Audubon's mission and impact by engaging audiences across digital platforms.

Position Summary

The Social Media Coordinator is responsible for creating and managing content across Audubon's social media channels. This role will help increase community engagement, promote programs and events, and raise awareness of Audubon's conservation and education efforts. The ideal candidate is creative, tech-savvy, and passionate about environmental issues and communications.

Essential Duties and Responsibilities

1. Content Creation and Management

- Plan, create, and publish engaging content on Audubon's Facebook, Instagram, X (formerly Twitter), LinkedIn, and Bluesky.
- Create and curate visual content including photos, videos, infographics, and reels.
- Collaborate with staff to highlight conservation work, events, and educational programs.
- Maintain a consistent brand voice and visual style across platforms.

2. Community Engagement

- Monitor social media channels, respond to comments and messages, and engage with followers in a timely, friendly manner.
- Track engagement metrics and audience insights to inform future content.

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- Support online promotion of fundraising campaigns and special events.

3. Webpage Updates and Maintenance

- Update and maintain content on the Audubon Society of Rhode Island website.
- Ensure event listings, news posts, and program information are accurate and current.
- Collaborate with the communications team to improve user experience and accessibility.
- Assist with minor website design changes as needed (using CMS tools such as WordPress and Firespring).

4. Strategic Planning and Reporting

- Assist in developing and maintaining a monthly content calendar.
- Report monthly on analytics and performance with insights and recommendations.
- Stay current with social media trends and recommend new strategies for growth.

Qualifications

- Associate's degree or equivalent experience in communications, marketing, or a related field.
- 1–2 years of experience managing social media in a professional or nonprofit setting.
- Strong writing, editing, and storytelling skills.
- Proficiency in social media platforms, scheduling tools (e.g., Later, Buffer, Meta Suite), and Canva or Adobe Creative Suite.
- Ability to work independently, manage time efficiently, and meet deadlines.
- Enthusiasm for environmental conservation and Audubon's mission.

Physical Requirements

- Ability to work at a desk and computer for extended periods.
- Occasional travel to Audubon properties or events for content gathering.
- Availability to work occasional evenings or weekends for key events.

Compensation and Benefits

- Competitive hourly wage based on experience.
- Flexible scheduling and hybrid work potential.
- Professional development opportunities.
- Supportive, mission-driven work environment.

To Apply

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Audubon is committed to representing Rhode Island's diversity in our staff, volunteers, boards, and membership and creating a positive, inclusive workplace culture where all can thrive. We encourage anyone who is interested in this role to apply, regardless of whether you meet all of the qualifications. The top candidates will have their own unique perspectives, experiences, and backgrounds.

Please send one PDF attachment that includes a cover letter explaining your interest in this position and how your skills align with Audubon's mission with your current resume to: careers@asri.org with the subject line: "Social Media Coordinator"

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