



**TRAVIS
AUDUBON**
Listen. Look. And Learn.

Inspiring Conservation through Birding

P.O. Box 301629
Austin, TX 78703
512.300. BIRD (2473)
www.travisaudubon.org
info@travisaudubon.org

About Travis Audubon

Travis Audubon is the oldest conservation organization in Austin with a mission to promote the enjoyment, understanding, and conservation of native birds and their habitats. You will be joining a small staff and an incredible group of volunteers who bring programs and events to Central Texans that help inspire conservation through birding.

Travis Audubon is seeking a strategic, data-driven, and self-motivated professional to enhance our brand visibility, boost community engagement, and advance donor-focused initiatives.

You will be responsible for creating and coordinating communications around programs and major events, including Birdathon, World Migratory Bird Day, and Purple Martin Parties. This is an exciting opportunity for someone who excels at both creative storytelling and analytical strategy and is passionate about expanding Travis Audubon's impact across digital platforms and beyond.

This part-time position offers \$21/hour and may work up to 20 hours per week and requires occasional evening and weekend work. The Communications and Marketing Specialist will report directly to the Program Manager. Background check for final candidate required.

Our office is located in Hyde Park, and the staff operates with a hybrid schedule, balancing in-office time, fieldwork, and remote work.

Essential duties and responsibilities:

Communications

- Develop and execute major event communications strategies and messaging
- Maintain brand integrity across communication platforms
- Deploy reactive communication strategies with regard to fundraising progress
- Develop targeted marketing campaigns to raise awareness of major events and the various ways to get involved

Media

- Develop and maintain relationships with media contacts
- Actively seek media opportunities to promote programs and events; ensure director and key staff are prepared via training, preparation and on-site support as needed

Content Creation

- Manage and create content for digital platforms such as website, blog, email marketing and social media platforms (Facebook, Instagram, LinkedIn, YouTube, TikTok)
- Create and manage social media content calendar, scheduling posts across platforms during optimal times to maximize reach and engagement
- Create video content promoting programs and events
- Track engagement across various platforms and make data-driven decisions
- Design collateral, signage, displays, and other print needs
- Maintain photo database and ensure photo documentation of events

Qualifications and skills

- Have or working toward a Bachelor's degree in communications, marketing or a related discipline
- One year of communications, marketing or related experience
- Demonstrated knowledge and proficiency with communications technologies
- Understanding of copywriting, graphic design, layout, and publishing
- Working knowledge of website, blog, and e-newsletter editing (MailChimp, WordPress)
- Familiarity with social media platforms and social media marketing, including content management systems (Facebook, Instagram, LinkedIn, YouTube, and TikTok)
- Ability and willingness to work within the guidelines of an established design guide
- Impeccable copywriting and copy-editing abilities
- Excellent verbal and written communication skills
- Proficient with Google Workspace apps
- Proficient with Canva (templates, branding, graphic design)

Preferred Qualifications

- Interest in birds, nature, and wildlife conservation
- Strong interpersonal and communication skills
- Proven ability to work in a team environment and with internal and external partners
- Ability to represent Travis Audubon with a high level of discernment, integrity, and professionalism

To apply, email cover letter, resume, and contact information for two references to caley@travisaudubon.org. No calls please.