



Job Title: Content & Digital Communications Coordinator
Location: San Rafael, CA
Department: Marketing
Reports to: Director of Marketing & Communications
FLSA Status: Part-time, Non-exempt
Salary: \$25 - \$30/hour, depending on experience

Mission

WildCare is a 501(c)(3) nonprofit wildlife hospital and environmental education center, located in San Rafael, California. Every year, our wildlife hospital takes in nearly 3,500 orphaned or injured animals and our education programs reach over 35,000 people. We lead the way in showing people how to live well with wildlife through a complete cycle of respectful, and humane practices. With programs in wildlife care, animal advocacy and nature education, WildCare is a voice for wildlife throughout the San Francisco Bay Area and beyond.

Position Summary

WildCare is seeking a highly organized, detail-oriented, and creative Digital Communications Coordinator to support the organization's digital communications, storytelling, and campaign efforts across multiple platforms.

This role will help bring WildCare's mission and stories to life through website content updates, social media support, campaign coordination, content organization, and digital communications production. The ideal candidate is a strong communicator who is comfortable working in a fast-paced nonprofit environment and is passionate about wildlife, environmental education, and mission-driven storytelling.

This is an excellent opportunity for someone interested in nonprofit communications, digital storytelling, environmental advocacy, and community engagement.

Key Responsibilities

Content Creation & Digital Communications Support:

Assist with developing and publishing content across WildCare's communications channels, including website, social media, campaign support materials, and digital storytelling efforts. For example:

- Draft, format, schedule, and organize content to ensure communications are timely, accurate, visually engaging, and aligned with WildCare's mission and brand standards.
- Track engagement and channel analytics to monitor growth and opportunities across WildCare's digital platforms.

Website Support:

Assist in updating and maintaining WildCare's website using WordPress (specifically Beaver Builder or similar platforms), ensuring content is current, accurate, and visually engaging.

Social Media & Campaign Support:

Support WildCare's social media presence by scheduling posts, organizing content calendars, preparing assets, assisting with short-form digital storytelling, and supporting campaign-related communications efforts across platforms.

Content & Asset Organization:

Assist in organizing WildCare's communications assets, including photos, videos, campaign materials, and digital content libraries to support ongoing storytelling and communications efforts.

Communications Project Coordination:

Assist with communications planning, meeting coordination, project tracking, and cross-departmental follow-up support during key campaigns, events, and organizational initiatives.

Qualifications

- Exceptional written and verbal communication skills
- Strong organizational skills and attention to detail
- Ability to manage multiple projects and deadlines in a fast-paced environment
- Experience with social media platforms and digital communications tools, such as Meta Business Suite, Hootsuite, LinkedIn, YouTube and TikTok
- Experience with WordPress, especially Beaver Builder or similar content management systems preferred
- Experience with Canva, Adobe Creative Suite, CapCut, or similar content creation tools preferred

Additional Details

- This is a part-time, non-exempt position.
- The role will be primarily onsite at WildCare.
- Working nights and weekends is sometimes required.
- Must be able to lift and move up to 20 lbs

How to Apply

Please submit your resume, a brief cover letter outlining your interest and qualifications, and any relevant work samples (e.g., website, email, or writing samples) to crystalbeasley@discoverwildcare.org.