

# Job Announcement: **Digital Marketing Coordinator**



Photo: Paloma Ayala

# Background: About Columbia Riverkeeper



## **Organizational Overview:**

Columbia Riverkeeper is a successful nonprofit organization that unites communities to fight for clean water, salmon recovery, and our climate. Columbia Riverkeeper works with river communities and in solidarity with Tribes to make an impact. This includes high-profile campaigns to recover healthy salmon populations and protect the Columbia River from fossil fuels, toxic pollution, the Hanford Nuclear Site, and other threats facing people who rely on the Columbia. Our work is featured in national media, including CNN, the New York Times, Wall Street Journal, and the Los Angeles Times.

Across our campaigns, we promote equity, diversity, and inclusion in environmental decisions and our own actions. This includes working in solidarity with Tribal Nations to achieve common goals. [Our team](#) includes community organizers, scientists, communications specialists, and attorneys. To learn more about our values and commitment to justice, equity, diversity, and inclusion, [click here](#),

## **Mission:**

Protect and restore the water quality of the Columbia River and all life connected to it, from the headwaters to the Pacific Ocean.

## **Vision:**

A Columbia River that unites people to fight for clean water, abundant fish and wildlife, and our climate.





# About the Position: Digital Marketing Coordinator



## Position Description:

The Digital Marketing Coordinator implements and provides input on Riverkeeper's email and website marketing strategies, manages Riverkeeper's digital library of photos and videos, and supports multiple communications efforts, including social media updates, tech support for webinars, media relations, and rapid-response communications needs.

The Digital Marketing Coordinator is responsible for working independently and in a team; managing multiple tasks and meeting deadlines; and giving and accepting constructive feedback, while maintaining cooperative and respectful working relationships with staff, vendors, contractors, and the public.

## Location:

Portland, Oregon (preferred), or Hood River, Oregon (hybrid option)\*

*\*This position is based out of Columbia Riverkeeper's Portland or Hood River office. This position has the option to work remotely 3 days a week from either state, Oregon, or Washington, and requires periodic travel between Columbia Riverkeeper's offices and within the region. Columbia Riverkeeper currently offers hybrid work for some positions as a benefit and subject to periodic reviews.*

## Job Type:

Regular, Full-time (40 hours/week), Non-Exempt Position.

Photo: David Moskowitz



# Responsibilities: Digital Marketing Coordinator



## Responsibilities:

- Work in Teams: The Digital Marketing Coordinator works with almost every staff member. They are responsible for task management, time management, and fielding requests and feedback from multiple people.
- Implement Email Marketing Strategies: The Digital Marketing Coordinator serves as email marketing “Project Owner” to publish engaging digital content for Riverkeeper's program and development campaigns that leads to measurable action. This position manages the email calendar for Riverkeeper, accounting for the timing and volume of emails from different program areas and development. The majority of Riverkeeper’s email content is drafted by program, development, and other staff. On occasion, the Digital Marketing Coordinator will create original content. As the “Project Owner” for email marketing, the Digital Marketing Coordinator’s role includes:
  - Using project management software and periodic check-ins with staff to ensure emails are written and approved.
  - Laying out emails using Riverkeeper’s brand guidelines and graphic design templates.
  - Managing email tests, edits, and final staff approvals.
  - Working with the Database Specialist on list segmentation.
  - Scheduling emails using best practices in testing subject lines, message content, calls-to-action, segments, send time, and new features intended to drive performance.
  - Reviewing email analytics, including A/B testing, and proposing changes to email marketing practices based on lessons learned.
  - Partnering with communications, program, and development staff to optimize email creative and template structures based on best practices.
  - Occasionally supporting content creation across digital platforms like social media, website, email, and other channels such as blogs, videos, and infographics.

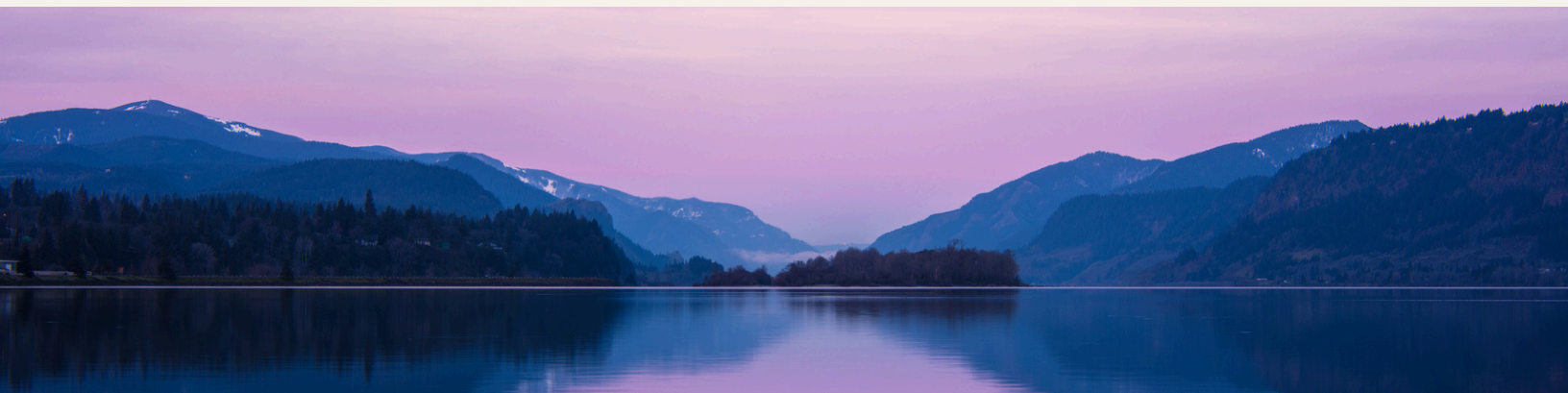


# Responsibilities: Digital Marketing Coordinator



## Responsibilities (continued):

- Manage and Update Website: The Digital Marketing Coordinator manages the Riverkeeper website as “Project Owner” with oversight and input from the Communications & Marketing Director (the “Project Manager”). The majority of Riverkeeper’s website content is drafted by program, development, and other staff. On occasion, the Digital Marketing Coordinator will create original content. As the “Project Owner” for the website, the Digital Marketing Coordinator’s role includes:
  - Creating and maintaining an editorial calendar of blog posts, evergreen pages, petition landing pages, and other regular content updates.
  - Project managing web content approval processes.
  - Posting new content to the website and editing existing pages as needed.
  - Coordinating timing of website posts with other channels (social, earned media, etc.).
  - Managing site functionality, with occasional support from vendors as needed.
  - Regularly analyzing and looking for new ways to improve website performance and usability via new technology, tools, partners, trends, and best practices.
- Social Media Support: The Digital Marketing Coordinator supports updating Columbia Riverkeeper’s social media platforms and occasionally provides input on strategy.
- Digital Media Management: The Digital Marketing Coordinator helps organize and tag Riverkeeper’s digital library of photos and videos so that content is easily searchable and identifiable (place, campaign or program area, credit requirements, etc.).



# Responsibilities: Digital Marketing Coordinator



## Responsibilities (continued):

- Crisis Communication / Rapid Response: The Digital Marketing Coordinator supports digital communications during rapid response moments or time-sensitive situations.
- Online Events: The Digital Marketing Coordinator collaborates with the Deputy Communications & Marketing Director to support webinars, with a focus on providing support before and running slides during webinars.
- Backup Support: The Digital Marketing Coordinator provides occasional backup to the Communications & Marketing Director and the Deputy Communications & Marketing Director to ensure deadlines are met while other team members are out of the office.
- Other Duties as Needed: The Digital Marketing Coordinator assists with the print newsletter, and occasionally supports earned and paid media efforts and other communications-support duties.





# Qualifications: Digital Marketing Coordinator



## Required Qualifications and Experience: \*

### Required

- 5+ years of experience supporting online marketing and communication efforts.
- Experience working with online action tools, email marketing systems, websites, and digital engagement platforms.
- Proficiency in Google Workspace and Microsoft Office programs.
- Project management experience, preferably using online project management software.
- Strong analytical and problem-solving skills.
- Strong attention to detail, organizational skills, and ability to manage multiple projects and deadlines.
- Demonstrated ability to work both independently and as part of a highly collaborative team of five or more colleagues.

### Preferred

- Experience working in a nonprofit development, advancement, or communications team, preferably in the environmental sector.
- Experience updating websites using WordPress.
- Experience using EveryAction CRM.
- Knowledge of search engine optimization and digital analytics tools (e.g., Google Analytics, Google Ads, Google Tag Manager).
- Proficiency in other aspects of communications such as writing, graphic design, social media, or video production.
- Comfort managing vendors/contractors.
- Bilingual (Spanish language) proficiency.

*\* A note to potential candidates: Studies have shown that women, trans, non-binary, BIPOC, and other candidates from most-impacted communities are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description.*

*We are committed to building a diverse and inclusive organization, and we are most interested in finding the best candidate for the job. That candidate may be one who comes from a background less traditional to our field of work, and that's welcome.*

*We would strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described.*

# How to Apply: Digital Marketing Coordinator



## Salary Range & Benefits:

\$70,000 to \$85,000, depending on experience. Benefits include medical and dental insurance, generous vacation package, paid holidays and personal days, 401(k) employer contribution and matching, an encouraging and flexible work environment, training budget, wellness stipend, and career growth opportunities.

## To Apply:

Email a resume, a cover letter, three professional references to [info@columbiariverkeeper.org](mailto:info@columbiariverkeeper.org) with the subject line "Digital Marketing Coordinator." Please combine the cover letter, resume, and references into a single PDF attachment titled "Last Name.First Name Digital Marketing Coordinator."

## Application Deadline:

January 9, 2026. Consider applying early; the Hiring Team will review applications on a rolling basis.

## Start Date:

Preferred start is March 9, 2026.

*Columbia Riverkeeper is committed to creating a diverse work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), parental status, national origin, age, disability, genetic information (including family medical history), political affiliation, military service, or other non-merit-based factors.*

*Columbia Riverkeeper is committed to providing equal opportunity and access throughout the hiring process. In accordance with the Americans with Disabilities Act (ADA), we will provide reasonable accommodations to applicants upon request. If you need assistance or accommodations during the application or interview process, please contact the Director of People & Culture by email or phone: [kayla@columbiariverkeeper.org](mailto:kayla@columbiariverkeeper.org), 541.399.9119.*



Photo: Paloma Ayala



