

**Sea Turtle, Inc.  
South Padre Island, TX  
Digital Marketing Associate**

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**Sea Turtle, Inc. – South Padre Island, TX (On-site)**

Sea Turtle, Inc. is one of the world's leading sea turtle rehabilitation, conservation, and education organizations. We are growing quickly and expanding how we engage the public, donors, and volunteers through digital platforms.

We are looking for a Digital Marketing Associate to support day-to-day content creation, social media engagement, and digital communications by aiding the digital marketing coordinators. This is an early-career role ideal for someone who wants hands-on experience and to build real skills in digital marketing while contributing to a meaningful mission.

This position can be part-time (30 hours) or full-time (40 hours) depending on the candidate.

**What You'll Do**

This new role is a growth opportunity, execution-focused. You'll be actively creating, posting, and engaging with content across platforms.

**Content & Social Media**

- Assist in creating and posting content across social platforms (Facebook, Instagram, TikTok, LinkedIn)
- Monitor comments, messages, and engage with followers in a timely and professional way
- Support live stream events, including public hatchling releases and other key moments
- Capture photo and video content using iPhone and/or camera equipment

**Content Development**

- Help write and format email newsletters, website updates, and social posts
- Support development of campaigns that drive engagement, visits, and donations
- Ensure content is consistent with brand voice and messaging

**Coordination & Execution**

- Maintain and help manage the content calendar
- Assist in executing campaigns across email, social, and web
- Support marketing-related events, including volunteer and donor engagement efforts

### **Analytics & Learning**

- Track basic performance metrics (engagement, reach, traffic)
- Learn how to interpret data and adjust content accordingly
- Stay current on social media trends and bring ideas forward

### **What We're Looking For**

- 1–2 years of experience in social media, marketing, or content creation (internships and relevant hands-on experience count)
- Currently pursuing or recently completed a degree in marketing, communications, or related field (preferred, not required)
- Strong writing and communication skills
- Organized and able to manage multiple tasks at once
- Comfortable being hands-on with content creation (photo, video, live content)
- Familiar with tools like Canva; exposure to Adobe Creative Cloud or WordPress is a plus
- Basic understanding of social media platforms and how they work
- Willing to work some weekends or early mornings when needed (releases, events)
- Bilingual English/Spanish is a plus but not required

### **Requirements**

- Valid U.S. driver's license
- Eligible to work in the United States
- Ability to pass a background check

### **Compensation**

- **\$12.00 – \$15.00 per hour**, based on experience
- Part-time (30 hrs) or full-time (40 hrs) depending on candidate

### **Why This Role**

This is a strong entry point into digital marketing. You won't just observe, you'll be doing the work, learning how campaigns come together, and building real experience across content, engagement, and analytics.

If you're looking for a role where you can grow your skills quickly and be part of a mission-driven organization, this is a good fit.

Please apply here <https://forms.gle/AzATuK1gPG74nV9C6>