

**Job Description**

**Marketing & Communications**

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**Reports to:** Marketing Director
**Schedule:** 20 hours per week, with occasional nights during special events.

**Position Goals**
This position will focus on marketing, audience development, communications. A primary goal of this position is to raise

the Garden’s profile by identifying and establishing new avenues for outreach and promotion to increase gardens visibility, numbers of visitors and revenue. Works with others in Marketing Team.

**Position Summary**
 **-** B2C - Public-facing tasks - Social media
 - Public relations - Photography & videography

**Position Responsibilities**

* Write event descriptions for social media, website, online event calendars, etc.
* Respond to customer reviews on various websites, such as Google, Yelp, Trip Advisor, etc.
* Manage the public content on the Square online store website and improve the design & functionality.
* Create engaging written and visual content for Facebook, Instagram, Twitter, and LinkedIn
* Manage Facebook event listings
* Create an editorial calendar of content ideas and projections
* Develop posting schedules for short-term campaigns and also regularly recurring content scheduled months in advance
* Maintain communications with our audiences on Facebook, Instagram, Twitter, and LinkedIn
* Download and organize visitor photos, videos, and reviews posted on social media―to be repurposed in future social media content and for general marketing use
* Create and implement social media promotions and contests
* Maintain the Beech Creek Gardens brand throughout all social media communications
* Film and produce high-quality engaging videos.
* Photograph events, exhibits, fundraiser items, etc.

**Team Summary**

* Submitting to event calendars
* Website updates
* Attend community/industry events
* Overall organization marketing plan
* Attend Beech Creek events, take photos & videos, and post on social media
* Social media ads
* Graphic design projects
* Email campaigns

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**Team Responsibilities**

* Submit event information to online event calendars, magazines, news, and tourism publications.
* Write & publish press releases
* Write copy for the website
* Attend occasional community outreach, networking, and tourism events as schedule allows.
* Suggest ways to improve the organization’s digital and print marketing collateral to help achieve marketing objectives.
* Implement big-picture marketing initiatives by researching and pursuing new and creative avenues of connecting with audiences and forming marketing collaborations.
* Adhere to current brand guidelines and assist with additional brand development.
* Develop a marketing plan to maximize revenue growth through audience development.
* Create short, informal videos and capture photos to be used on social media
* Manage and analyze social media advertising campaigns
* Create graphically designed content for social media, print and digital advertisements, marketing collateral, signage, etc. for special events, programs, marketing collaborations, Nature Store, etc.
* Update content on the website and improve the aesthetic design and functionality.
* Create and send email campaigns promoting special events, programs, workshops, etc.
* May assist the Executive Director with special design projects.

**Skills & Abilities**

\* Strong ‘people person’—sensitivity to interpersonal interactions with program participants, visitors, staff, and volunteers,

 with the ability to act proactively to ensure good relations between all.

\* Enthusiastic and energetic, with the physical ability to quickly navigate all areas of the Gardens.

\* Must be willing to serve all visitors equally regardless of their age, disability, national origin, religious belief, race/color,

 gender identity and/or sexual orientation.

\* Strong written and verbal skills are essential to this position.

\* Writing, editing, and proofreading with a high level of accuracy and attention to details are a must.

\* High standards and the ability to manage multiple projects at a time.

\* Must be able to work independently to organize tasks and meet deadlines.

\* Must possess good problem-solving skills.

\* Positive attitude, willingness to succeed.

\* Knowledge of Microsoft Office products, particularly Excel & Word. Experience with publishing and power point software

 is very helpful.

\* Willing to be a part of the gardens support staff with openness, honesty, care and use clear communication skills.

**Experience**

\* College degree in marketing, public relations, communications, or related field preferred.

\* Previous office or customer service experience helpful.

\* Candidate needs the ability to quickly learn and work with databases, publishing applications and new software.

\* Candidate should be acquainted with standard office technology.

Beech Creek Botanical Garden & Nature Preserve provides equal employment opportunity to all individuals regardless of their race, color, creed, religion, gender, age, sexual orientation, national origin, disability, veteran status, or any other characteristic protected

by state, federal, or local law.

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