

Taltree Arboretum & Gardens

Seasonal Marketing & Public Relations Coordinator

Salary: \$10-\$12/hour

Schedule: Seasonal (March 27 – October 31, 2017), 40 hours per week. Availability on holidays and weekends is required.

Reports to: Executive Director

Position Overview: The Marketing & PR Coordinator is responsible for the implementation of the marketing and public relations plan, internal communication, and the maintenance of the website and social media for Taltree.

Primary Functions

- Execute marketing plan, including paid advertising, direct mail, email, website, cross-promotions with other organizations, off-site outreach opportunities, social media and publicity.
- Manage Taltree's website including, but not limited to, web content, page architecture, copy writing, site design and features.
- Act as the primary media liaison, answer inquiries, compose press releases and maintain media contact list.
- Manage internal communication amongst Taltree departments.
- Write marketing-related grants and assist in writing non-marketing related grants.
- Produce Taltree's e-blasts.
- Maintain Taltree's social media sites including Facebook, Twitter, and Instagram.
- Other duties as assigned.

Required Qualifications

- Bachelor's degree from an accredited college or university with a focus on communications, marketing, public or community relations or an equivalent combination of training and experience.
- 2+ years of direct experience in the marketing field
- Knowledge of the target market and market trends.
- Knowledge of media production, communication, and dissemination techniques and methods.
- Excellent communication and writing skills
- Ability to determine and disseminate information to both consumer and special interest groups.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms; stoop, kneel crouch, or crawl; talk or hear and taste or smell. The employee is frequently required to stand and walk. The employee is occasionally required to sit and climb or balance. The employee must regularly lift and/or move up to 10 pounds, frequently lift and/or move up to 25 pounds and occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly exposed to wet and/or humid conditions. The employee is frequently exposed to outside weather conditions. The noise level in the work environment is usually moderate.

Taltree Arboretum & Gardens is an equal opportunity employer. We do not discriminate against race, gender, sexual orientation, religious preference, disability, and will make reasonable accommodations to enable individuals with disabilities to perform the essential functions.