



Greater Des Moines Botanical Garden

Social Media & Marketing Coordinator

Reports to: Director of Marketing
Status: Non-exempt
Schedule: Full-time, with occasional weekend, evening and holiday hours
Revision Date: November 2018

Position Summary

Writing and scheduling posts for Botanical Garden social media channels; assisting with advertising, e-newsletters, marketing, public relations, Bloom magazine, website updates, photography, videography, basic graphic design and other marketing-related projects.

Primary Responsibilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily and perform other duties as assigned.

The Social Media & Marketing Coordinator's Primary Functions Include:

- Writing, selecting images for and scheduling social media posts across platforms to align with the Botanical Garden's overall marketing strategy.
- Writing and sending e-newsletters.
- Planning, directing and executing marketing initiatives for Botanical Garden signature events and mission-driven programs.
- Maintaining and updating content on Botanical Garden website.
- Basic graphic design projects as needed.
- Interfacing with departments to identify new channels and relationships to help promote the Botanical Garden mission, generate positive buzz and build audience for the institution's programs and initiatives.
- Collaborating with editorial director and managing workflow for the Botanical Garden membership magazine Bloom.
- Writing press releases.
- Shooting and editing photos and basic videos.

Qualifications

The requirements listed below are representative of the knowledge, skill and/or ability required for this position.

Education and Experience

- Professional experience in a related position.
- Major in marketing, public relations, journalism, communications or related field.
- Experience with marketing and/or social media for a gardening or nonprofit cultural institution is desirable.

Skills and Abilities

- Knowledge of social media platforms and best practices.
- Basic skills with Adobe Creative Cloud, including the ability to design basic documents and update existing pieces.
- Working knowledge of Microsoft Office suite.
- Working knowledge of WordPress CMS.
- Working knowledge of photography and video shooting and editing.
- Excellent communication skills, both written and verbal.
- Strong organizational skills.
- Ability to work independently as well as in a team environment.
- Ability to solve complex problems and independently make decisions.
- Ability to successfully pass a criminal background check.
- Bilingual or multilingual candidates are highly desirable.

Licenses and Certifications

- Valid Drivers' License preferred

Success Factors

In conjunction with position-related skills, the successful candidate will bring become an integral member of the Botanical Garden team with these criteria:

- Serves as a host for our guests. All staff members are expected to interact with guests with a positive attitude and welcoming demeanor. Staff members talk with guests, answer their questions and connect them to areas where they can deepen their experience with us. Create a signature guest experience by following our Guest Experience Standards and encouraging our guests to return.
- Serves as part of a cross-departmental team that delivers a superior guest experience, drives membership and promotes the Botanical Garden mission and offerings at special events and outreach opportunities.
- Advances the mission of the Botanical Garden by actively meeting Strategic Plan goals, creating a signature guest experience through our Guest Experience Standards and supporting our Core Values and other documents that guide our organization.
- Develops, maintains and promotes positive and professional relationships with internal staff, volunteers, members, vendors, contractors, media and the general public in order to achieve departmental and organizational goals.
- Maintains a commitment to, and ability to convey, the Botanical Garden's mission with genuine passion, and the willingness to continually learn about the programs and mission.

Work Environment and Physical Demands

The work environment characteristics and physical demands 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.

- Occasional evening, weekend and/or holiday work may be required to meet departmental deadlines or provide staff support to events. Hours outside the normal schedule will be discussed in advance and mutually agreed upon by both the Social Media & Marketing Coordinator and Director of Marketing.
- Sitting for prolonged periods.
- Requires good hand-eye coordination, arm, hand and finger dexterity including the ability to grasp, and visual acuity to use a keyboard, operate equipment and read technical information.
- Color vision and depth perception.
- The employee is occasionally required to climb or balance, stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 15 pounds.

About the Organization

The Greater Des Moines Botanical Garden is a 501(c)(3) privately governed, not-for-profit public garden situated on 14-acres in the heart of downtown Des Moines. At the Botanical Garden, we are passionate about exploring, explaining and celebrating the world of plants. Beyond the beauty and inspiration of our urban setting, we are dedicated to creating signature, memorable experiences through progressive garden design and innovative programming. People, plants and passion are the focus of what we do. By educating and enriching the lives of our guests, we provide a valuable resource for our community and forge partnerships stronger than the sum of our individual parts.

Our team at the Botanical Garden takes pride in our core values and are dedicated to demonstrating them in our daily work.

Teamwork – We achieve together what we cannot achieve alone.

Trust – We are confident in each other's integrity, strength and ability.

Creativity – We embrace the spirit of innovation to find a better way.

Excellence – We expect and deliver a superior experience that exceeds expectations.

Position Application

Qualified candidates should submit a cover letter, application, three references, clips and/or link to a portfolio and a resume to bghr@dmbotanicalgarden.com. Review of applications will begin immediately and remain open until the candidates are hired. Only electronic applications are accepted. No paper applications will be considered.