



Greater Des Moines
Botanical Garden

Marketing Specialist

Reports to: Director of Marketing
Status: Exempt
Schedule: Full-time, with occasional weekend, evening and holiday hours
Revision Date: April 2021

Position Summary

The Marketing Specialist will be engaged in the planning, creating and scheduling of posts for the Botanical Garden social media channels, as well as assisting with event advertising, on-site signage, e-newsletters, general 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.

- Write, create and schedule social media posts across platforms, enhancing our brand and building online communities
- Monitor the performance of social media platforms for interactive relationships and adjust strategy as needed
- Coordinate and send e-newsletters and other targeted e-communications
- Support marketing initiatives for Botanical Garden signature events and program
- Work with Director of Marketing to maintain and update content on Botanical Garden website
- Deliver basic graphic design projects as needed
- Interface 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
- Collaborate with Director of Marketing for the Botanical Garden membership magazine Bloom
- Collaborate with Director of Marketing to write and send press releases
- Shoot and edit photos and basic videos

Success Factors

- In conjunction with position-related skills, the successful candidate will become an integral member of the Botanical Garden team with these criteria:
- Serve as part of a cross-departmental team that delivers a superior guest experience and promotes the Botanical Garden mission and offerings at special events and outreach opportunities
- Develop, maintain and promote positive and professional relationships with internal staff, volunteers, members, vendors, contractors, media, and the general public in order to achieve departmental and organizational goals
- Maintain 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
- 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.

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
- Bachelor's degree in marketing, public relations, journalism, communications or related field
- Experience with marketing and/or social media for a nonprofit arts and cultural institution is desirable

Skills and Abilities

- Knowledge of social media platforms and best practices
- Experience with Mailchimp and/or other email marketing platforms
- Experience with social media scheduling tools
- Basic skills with Adobe Creative Cloud or similar design programming, including the ability to design basic documents and update existing pieces preferred
- Working knowledge of Microsoft Office suite
- Working knowledge of WordPress CMS
- Working knowledge of photography, 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

Licenses and Certifications

- Valid Drivers' License

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
- 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.

Greater Des Moines Botanical Garden Compact of Excellence

In order to do our best work and have a supportive work environment, the Greater Des Moines Botanical Garden team members agrees to:

TEAMWORK – We are committed to showing up as our best selves, with empathy, gratitude and respect for fellow teammates and their ideas.

COMMUNICATION – We communicate with integrity by being transparent and honest, while listening to understand.

EXPECT THE BEST – We expect and deliver the best by capitalizing on the strengths of our team members to have a positive work environment and experience for our clients.

ACCOUNTABILITY – We hold ourselves and one another accountable to the mission of the Greater Des Moines Botanical Garden and the Compact of Excellence.

Position Application

Qualified candidates should submit a cover letter, three references, clips and/or link to a portfolio and a resume to bghr@dmbotanicalgarden.com. Review of applications will begin immediately and will be accepted through Friday, May 14, 2021 at 11:59 p.m. Only electronic applications are accepted.