

Marketing Coordinator

Position: Marketing Coordinator

Classification: This is a part-time (20 hours per week) position without benefits at an hourly rate of \$18-\$21 over 3-5 days per week. Most tasks will be performed remotely in accordance with health regulations.

Position Summary: The Marketing Coordinator provides support for various marketing projects from initial concept to mailing, printing, or posting. The Marketing Coordinator manages The Garden's marketing needs and provides coordination between our Marketing Consultant and the rest of The Water Conservation Garden staff team. This position is responsible for prioritizing marketing requests to ensure projects are delivered on time and under budget. The Marketing Coordinator will play a critical role in building brand awareness and engagement for The Garden's different initiatives. This is a part-time position reporting to the Development & Membership Director.

Primary Responsibilities:

- Assist in the development and implementation of The Water Conservation Garden's marketing planning and strategy.
- Create content and design graphics to amplify The Garden's message throughout our print and digital platforms.
- Manage marketing timelines and internal project calendars including social media, print deadlines, email marketing, and more.
- In collaboration with our Marketing Consultant, lead the design and creation of marketing collateral, including brochures, branded materials, social media, and media packages.
- Market the organization and its programs in collaboration with program staff. Regularly update website content to ensure workshops, classes, tours, events, and other activities reflect current and accurate information.
- Promote various fundraising campaigns in collaboration with development staff, including spring and year-end appeals, #GivingTuesday, and membership promotions.
- Manage the production of The Garden's quarterly print newsletter InBloom.
- Coordinate The Garden's monthly e-newsletters. Support garden staff to send additional email marketing messages as requested. Keep contact list in Constant Contact updated.
- Create media releases, correspond with the media, and manage The Garden's media list. Create talking points for senior staff. Update external online event calendars.
- Collaborate with staff to collect marketing materials including photos, statistics, and other content.
- Coordinate photography, which may include taking photos at workshops, events, and other activities. Correspond with The Garden's Photography Club for additional support.

- Provide reports and updates for CEO and Development & Membership Director to communicate successes with board members and other key stakeholders.
- Manage Marketing Consultant for additional graphic design and website support as needed.
- Other duties as assigned.

Knowledge, Skills and Abilities:

- Commitment to the Garden's mission and goals.
- Exceptional organization skills including attention to detail, prioritization, and multi-tasking in a fast-paced environment.
- Possess an entrepreneurial spirit to create systems and plans. Show initiative and willingness to work under pressure in a dynamic environment across multiple departments.
- A positive attitude and willingness to go the extra mile.
- Excellent interpersonal skills and verbal communication. Strong writing, grammar and editing ability.
- Proficiency in Word, Excel, Outlook, PowerPoint, SharePoint, Teams, and Zoom preferred.
- Ability to ensure deadlines are met with colleagues while offering flexibility and professionalism.
- Ability to anticipate needs and logically take action to solve problems with minimal supervision.
- Evening and weekend hours may be required on occasion.
- Familiarity with nonprofits strongly preferred.

Minimum Qualifications:

- Must have experience in Content Management System, WordPress preferred
- Experience with Constant Contact or similar email marketing system
- AA degree or Bachelor's degree from an accredited college or university preferred.
- One to two years of experience in marketing preferably in a nonprofit organization.

About The Water Conservation Garden

The mission of The Water Conservation Garden is to inspire positive change in the living environment through the conservation of water and other natural resources.

The Water Conservation Garden has nearly six acres of displays that showcase water conservation through a series of beautiful themed gardens, such as a native plant garden and a vegetable garden, as well as how-to displays such as mulch and irrigation exhibits. The Garden also features a native butterfly pavilion that is open spring and summer each year. Please visit our website for more information: www.thegarden.org.

Employment at The Water Conservation Garden:

We are an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status or any other characteristic protected by law.

How to Apply

Please send your resume and cover letter to Development & Membership Director, Janelle Wallace
Janelle@thegarden.org. Applications will be reviewed on a rolling basis.