



Marketing Coordinator

Department: Marketing and Communications

Supervisor: Director of Communications and Special Projects

Supervises: Volunteers

FLSA Salary Classification: Non-exempt, Full time

Availability: Regular business hours on weekdays with occasional extended work hours, evenings, and weekends. Flexibility also needed to monitor social media activities while off site on select evenings and weekends.

GENERAL SUMMARY: The Marketing Coordinator supports the advancement of the Garden's mission and brand reputation through integrated digital and traditional marketing efforts. With strategic and creative direction from the Marketing and Communications leadership, this professional communicator collaborates with teams across the organization to produce and evaluate engaging web, photo, video, and written content for the Garden's diverse audiences. The Marketing Coordinator is responsible for developing meaningful content for the Garden's website and social media accounts, managing the Garden's online presence, coordinating email and direct mail marketing efforts, and supporting advertising and promotional activities. A successful candidate will be a collaborative, highly creative, and motivated individual with a solid understanding of how to support institutional objectives through a wide range of marketing and communications tactics.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Create, curate, monitor, and maintain content for the Garden's website to ensure a positive user experience. Update website frequently with accurate information, new event listings, editorial content, and rich media. Track and report on website analytics.
- Produce, monitor, and maintain content for all Garden social media platforms. Develop and manage dynamic social media content schedule with the inclusion of cross-departmental needs and an emphasis on education, marketing, and telling the Garden's story through impactful imagery. Actively engage the Garden's social media audience through comments and messages. Track and report on social media analytics.
- Monitor and manage Garden's online presence to ensure accuracy, brand consistency, and mission alignment across the internet. Monitor and respond when necessary to online reviews of the Garden via Yelp, Trip Advisor, Facebook, Google Reviews, and similar sites.
- Develop and manage cross-departmental calendars for email communications and direct mail efforts. Collaborate with internal teams on creation, execution, and evaluation of email and direct mail campaigns.
- Write and edit promotional and informational content for use in digital and print materials, particularly including marketing copy for Garden programs and events.
- Support the creative design and production of digital and printed collateral such as flyers, posters, invitations, cards, and brochures.
- Collaborate frequently with cross-departmental Garden teams to develop expert content that is varied, accurate, and engaging to meet the strategic objectives of the organization.
- Work effectively with external partners including media outlets, vendors, and third-party marketing support to coordinate marketing and communications activities.



- Track and analyze content reach and impact across all communication channels. Provide insight and recommendations for tracking, analysis, and optimization. Espouse data-informed approach to adapting and optimizing all marketing tactics.
- Contribute to development of marketing campaigns and strategic communications initiatives in collaboration with Marketing and Communications team. Participate in development and implementation of standardized procedures to optimize communications efforts across the organization.
- Other duties as assigned.

APPROXIMATE DIVISION OF WORKLOAD: 65% website, social media, and online presence; 10% email and direct mail communications; 25% other marketing activities as needed

QUALIFICATIONS:

- Four-year degree or equivalent training in public relations, marketing, advertising, mass communications, digital content development, or related field required
- Minimum 2 years of related professional experience required, preferably in a botanical garden, museum, or related nonprofit organization
- Required digital skills or experience: Microsoft Office; Adobe Photoshop and/or InDesign or similar digital design software; WordPress or similar content management system for website creation; Social media platforms including Facebook, Instagram, Twitter, and/or YouTube
- Preferred digital skills or experience: Google Analytics; Coding in HTML, CSS, or other coding languages; Adobe Premiere or similar video editing software
- Photography and/or videography experience strongly preferred
- Proficient in adapting work to incorporate evolving technologies, new digital tools, and timely trends in digital and traditional communications
- Excellent writing and editing skills with the ability to craft effective and engaging written content for a range of channels and audiences
- Strong planning, organization, and time management skills with the ability to continually adapt to changing circumstances and manage both urgent deadlines and long-range projects simultaneously
- Ability to combine creativity with data-informed approach to produce impactful and effective marketing and communications content
- Ability to work independently and take initiative
- Ability to work successfully with collaborators of varying backgrounds, beliefs, and perspectives to achieve shared objectives

SUCCESS FACTORS:

- Exemplifies the Garden's Core Values
- Demonstrates an earnest appreciation for the mission of the Garden and a genuine dedication to the Garden's brand identity
- Works with a collaborative style and strong service mentality
- Leads with confidence to drive initiatives forward
- Espouses a growth mindset and a willingness to learn, be curious, embrace new challenges, and heed constructive input
- Strives for innovation and creativity with an appreciation for positive change



- Values the collection and application of data to increase impact of work
- Brings a positive attitude and strong work ethic to all tasks and activities

PHYSICAL DEMANDS AND WORK ENVIRONMENT: The physical demands and work environment characteristics 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 these essential functions.

- **Physical Demands:** Requires some physical activity, including limited carrying and lifting up to 25 lbs., working in all weather conditions during special events and programs, and walking on uneven terrain. Some local travel.
- **Work Environment:** Fast-paced office and garden environment. Work is primarily performed indoors with occasional outdoor work for special events and programs.
- **Equipment:** General office equipment. Computer software and digital tools. Some use of basic photo and videography equipment.

Job descriptions are guidelines that attempt to characterize major duties and responsibilities of employees, and are subject to change as needs and programs change. At the Huntsville Botanical Garden, job descriptions are considered neither inclusive nor exclusive. It is expected that up to 20% of your duties may change annually.