



MOORE FARMS

botanical garden

Position Title: Marketing and Communications Coordinator

Job summary: The Marketing and Communications Coordinator is responsible for delivering Moore Farms Botanical Garden's (MFBG) mission to the public and media. This position will contribute to the development of the website, facilitate marketing campaigns, create timelines, design and review promotional materials and manage social media accounts. Duties are diversified, requiring broad application of organizing, planning, technology experience and exercising independent judgment.

Responsibilities:

- Market all garden programs including events, field trips, family programs, classes, tours, photography sessions and facility rentals
- Generate, curate and manage content for and manage the MFBG social media accounts
- Expand MFBG social media presence and platforms
- Develop monthly editorial calendar for all digitally published content and ensure consistent brand voice across all channels
- Write blogs about current garden projects and on-brand topics to entertain and educate garden followers
- Photograph and video during events and programs to develop content for promotional purposes
- Monitor Google Analytics and update website to enhance SEO, reduce bounce rates, and increase conversions
- Create print communications such as rack cards, hand-outs, newspaper ads and magazine ads
- Assist with the preparation and editing of staff publications to ensure consistent voice
- Submit regular reports on communications activities, engagement levels, and progress
- Seek out new marketing channels and maintain contracts with bill boards, newspapers, magazines and radio stations
- Assist with public tours and events when needed
- Supervise the Summer Events and Marketing Assistant and summer interns
- Perform general activities for special projects or assistance with on-going activities as instructed by the Director of Education and Events

Reports to: Director of Education and Events

Education and Experience:

Minimum three years of experience in marketing. Familiarity with the non-profit and/or cultural institution sector will be helpful. Associates or Bachelor's degree in Marketing, Communications, Journalism, Public Relations or related field. Graphic design experience preferred.

Requirements:

- Must be detail oriented, a team player and be able to multi-task with a wide variety of on-going projects
- Applicant must be self-motivated with a positive attitude and be able to take initiative when needed
- The qualified candidate must have exceptional guest service and organizational skills and the ability to work in a fast-paced environment
- Must be able stay on top of technology trends
- Willingness and ability to perform physical work outside if needed
- Must possess or be eligible for a valid South Carolina Driver's license and be willing to obtain CPR and First Aid certification
- Ability to lift 50 lbs. and operate standard office equipment including Microsoft Office
- Ability to stand for extended periods of time, carry, climb, stoop and to load/unload various objects
- Weekend and evening availability are required with occasional overnight travel

Compensation: This is a full time non-exempt position with a competitive salary commensurate with experience. Benefits package included.

About the garden:

Moore Farms Botanical Garden is a nonprofit organization located in Lake City, South Carolina. The garden is cultivated on 65 acres and is a dynamic mix of formal, naturalistic and agrarian landscapes. The garden is currently in a period of growth in both our horticultural displays and public programming. It's an exciting time to be part of the MFBG team. Please visit our website at www.moorefarmsbg.org to learn more.

Application:

Qualified candidates should submit a cover letter, resume, two writing samples and references to Rebecca Turk, Director of Education and Events, at rturk@moorefarmsbg.org. If a portfolio is available, send an electronic copy along with the above documents.