



## Botanical Garden of the Ozarks

**Department:** Communications

**Title:** Coordinator, Communications

**Reports to:** Executive Director

**Job Type:** Part-Time, non exempt (20 hours/week; rate commensurate with experience)

The Coordinator, Communications serves as the primary point of contact between the Botanical Garden of the Ozarks and our organization's marketing agency. In addition, this role addresses the organization's day-to-day marketing and communications needs.

**This job is for you if...** You're someone who enjoys multitasking, with a talent for project management and an interest in mastering the basics of a communications role.

### Duties and Responsibilities

- Creation and distribution of BGO newsletters
- Collection of daily "what's in bloom" garden photos
- Collection of supplemental BGO event photos
- Procurement of and copy creation for radio and TV ads
- Day-to-day website maintenance and regular website content audits
- Day-to-day management of BGO website calendar
- Regularly evaluate and report on social media reach and website analytics
- Pre-event "know before you go" communication to BGO event/program attendees/sponsors
- Creation of end-of-year impact report
- Press releases

### Basic Qualifications

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field
- Excellent written and verbal communication skills
- Strong organizational skills and attention to detail
- Ability to work independently and as part of a team



### **Preferred Qualifications**

- Proficient with Mailchimp
- Proficient with Google Workspace
- Familiarity with WordPress, Adobe Creative Suite

### **Physical Requirements**

- Ability to lift up to 25 pounds
- Comfortable working in an outdoor environment for photo collection
- Ability to attend events, which may include occasional evenings and weekends
- Prolonged periods of sitting at a desk and working on a computer

### **Benefits**

- Competitive hourly wage
- Flexible scheduling

How to Apply:

Please submit your resume and cover letter detailing your relevant experience to [awardlow@bgozarks.org](mailto:awardlow@bgozarks.org)

*Note: This job description is intended to convey information essential to understanding the scope of the position and is not an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with it.*