Naples Botanical GARDEN

Position Description

Position Title: Content Coordinator

Department: Development & Marketing

Reports to: Director of Marketing & Communications

Position Summary: The Content Coordinator is responsible for supporting the Communications department's efforts to ensure Naples Botanical Garden's continued growth and increase awareness of Garden's mission and programs. The Content Coordinator supports the planning, development and implementation of digital assets, notably the website, email, and social media, ensuring a dynamic and appealing public image for the Garden as well as ensuring that these outlets promote the values of the institution. Reports to the Director of Marketing & Communications.

Primary duties and responsibilities:

- Serves as main point of contact for the website, internally and externally.
- Handles the development and reporting of digital metrics.
- Maintains, monitors and tracks social media utilizing ongoing dashboards to measure progress and maximize ROI.
- Works with Director of Marketing & Communications to evaluate results of digital marketing campaigns as well as general activity.
- Offers actionable insights based on campaign performance.
- Create and send emails to the Garden's public, Members, and segmented lists per an evolving schedule.
- Ensures best practices are followed in all areas of digital marketing.
- Employs cutting edge tactics to increase brand awareness and engagement among desired audiences.
- Manages web-based tools (e.g. Content Management System, Digital Asset Management System, web applications, etc.) to support digital marketing efforts.
- Ensures all work is consistent with established brand guidelines, applicable policies, and compliance standards.
- Performs periodic maintenance, review, and updating of all digital assets and materials
- Stay up to date on the newest digital asset management and workflow technologies.

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- Create or coordinate photography and videography projects and their organization to maximize impact of Communications and Garden efforts.
- Assist with events as needed
- Coordinate with vendors as needed
- Seek knowledge from around the Garden about programs, events and other developments in order to develop stories, determine content priorities, and other communications strategies.

Desired Character Traits, Skills & Behaviors:

- Ability to work in a team environment that promotes collaboration
- Able to communicate effectively at all levels – share all information in a timely fashion
- The position will require proficient analytical skills including the ability to conduct research, compile, organize and analyze information, formulate and effectively present conclusions to others.
- Proven self-starter skills with a strong work ethic, be resourceful, conscientious, punctual and energetic.
- Able to work well with others, takes direction, and fulfills responsibilities under stress or pressure, with minimal direct supervision.
- Effective written communications skills, including skill in copywriting, proofreading and editing
- Office administration skills, including general clerical skills (filing, typing, copying, etc.)
- Effective interpersonal skills and ability to maintain a professional manner in all dealings with customers, staff, volunteers, Board members and others
- Ability to meet multiple deadlines.
- Demonstrated ability to organize and manage multiple projects, prioritize tasks and meet deadlines

Qualifications & Other Relevant Information:

- Bachelor's Degree preferred
- 3 – 5 years prior experience in communications or marketing role desired
- Knowledge of Photoshop and Lightroom is mandatory. Other Adobe products a bonus.
- Knowledge of Microsoft Office applications including Word, Excel, PowerPoint and Outlook
- Willingness to work evenings and/or weekends on occasion
- Applicants must possess a valid U.S. driver's license

To apply:

Please provide a cover letter, resume, and contact information for three references by email to employment@naplesgarden.org . To find out more about Naples Botanical Garden, please visit our website at naplesgarden.org. Naples Botanical Garden is an Equal Opportunity Employer.