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Title

Digital Marketing Coordinator

Reports to

Marketing and Communications Director

Status

Part-Time/Full-Time

Salary

\$18-\$21/hour

Non-Exempt

The Digital Marketing Coordinator is responsible for cultivating a social media following and website presence to promote the Idaho Botanical Gardens brand. They post, comment, and reply to engage with their audience and develop a relatable company voice. They work with the Marketing Director to ensure that all communication is being represented on the right digital media platforms.

Responsibilities

- Assist in the development and execution of a content calendar to coordinate content and plan specific, timely marketing campaigns
- Work closely with different team members, agency partners, and Marketing Director, to ensure content meets quality standards and aligns with the brand voice
- Analyze the Idaho Botanical Garden digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements
- Working with Marketing Director to develop digital marketing campaigns
- Respond and interact with customers and other stakeholders in a timely manner via the company's social media accounts
- Creation of digital marketing assets including image selection, minor graphics, copy writing and other creative needs as assigned
- Maintain up-to-date knowledge of industry trends and competitor content strategies
- Setting key performance indicators (KPIs) for social media & digital marketing campaigns measuring the Garden's performance against the KPIs
- Maintain the Idaho Botanical Garden Website under the guidance of the Marketing Director and working with website agency partner as needed
- Coordinate with the Marketing Director to create and oversee email marketing campaigns
- Editing and proofreading content to ensure it is clear, concise, and error-free
- Other Duties as assigned

<p><i>Skills, Specifications, & Experience</i></p> <ul style="list-style-type: none"> ● Strong verbal and written communication skills ● Ability to manage multiple priorities to completion ● Computer proficiency essential ● Experience in using social media platforms and tools such as Meta, Sprout Social, etc. ● Experience with Google Analytics, SEO/SEM, MailChimp/Emma, and Wordpress or similar tools and platforms ● Experience with Adobe Creative Suite, Photoshop, Illustrator, or photography a plus! 	<p><i>Requirements</i></p> <p>Minimum of 2 years of experience in a similar position or an extensive social media portfolio.</p> <p><i>To Apply</i></p> <p>Please submit resume and cover letter to hire@idahobotanicalgarden.org</p>
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It is understood that this job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed within this job, but this job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position