

Meerkerk Gardens

Summary Job Description

POSITION:	Publicity, Outreach, Promotions and Development Administrator
HOURLY STATUS	\$ 20/hour
BENEFITS	None
WORK SCHEDULE:	Regularly work 24 hours per week supporting the seasonal needs of the garden's advertising, outreach projects & special events promotion.
HIRED BY:	Board (Personnel Committee) /Executive Director
REPORTS TO:	Executive Director
STATUS:	At Will Employment

1.0 MAJOR FUNCTION AND PURPOSE

Employee in this position is responsible for providing leadership for the publicity, outreach and promotions aspects of Meerkerk Rhododendron Gardens to include planning, marketing and promotion, fundraising, and management of special events.

This employee must be independent and self-motivated, possessing strong organizational and good interpersonal skills. This employee must enjoy working with people and participate in an administrative environment that supports the mission of the Meerkerk Gardens. The Publicity, Outreach, Promotions and Development Administrator must conform to the policy and procedures set by the MRG Board of Directors.

2.0 SUPERVISION RECEIVED

This position works collaboratively with the Executive Director and the Fundraising Committee to develop and implement goals directed toward increasing both visitors and financial support to help the garden succeed. The employee in this position will be given significant discretion within the scope of policy and regulations, in the routine performance of his/her duties. This employee reports to the Executive Director and MRG Board of Directors at their request.

3.0 SPECIFIC DUTIES AND RESPONSIBILITIES PUBLICITY, OUTREACH AND PROMOTIONS

3.1 Develop a Master Plan for publicity to incorporate and coordinate all activities (i.e. Gala, Bluegrass, Mother's Day, educational events) and income sources including receipts from garden visitors, Friends of

Meerkerk membership fees and privileges, nursery sales, State Flower license plate sales, Special events including “full bloom time,” grants, individual and corporate gifts, contributions and bequests.

- 3.2 Coordinate with the Fundraising Chairperson to develop an overall media strategy including print, digital, and social media techniques and opportunities. Help identify new advertising opportunities and partnering opportunities throughout the Island’s business and cultural/nonprofit community.
- 3.3 Maintain filing systems and database input allowing continuity for publicity, outreach and promotion of special events.
- 3.4 Build strong relationships with other gardening organizations on and off Whidbey Island.
- 3.5 Coordinate with the Fundraising Committee Chairperson and the Executive Director in developing the annual list of special events.
- 3.6 Coordinate with the Fundraising Committee Chairperson and the Executive Director for the successful production of all special events & programs.
- 3.7 Coordinate with Nursery Manager for all nursery sale advertising and promotion needs.
- 3.8 Develop a Communication Plan for Outreach. Maintain the MRG website and communicate with the public and other organizations about MRG activities and events. Coordinate with the Fundraising Chairperson and Executive Director for regional advertising campaigns and PR print collateral. Write and distribute media releases and Newsletter to local and regional media outlets.
- 3.9 Support the Friends of Meerkerk and assists in production and distribution of FOM Communications. Help update the Donor Management records for FOM, donors, and organizations.
- 3.10 Write grants to fund special events, special projects and ongoing garden needs.
- 3.11 Perform other related duties as assigned.

4.0 **SPECIFIC DUTIES AND RESPONSIBILITIES DEVELOPMENT**

Work with Development Consultant as assigned.

5.0 DESIRABLE QUALIFICATIONS, KNOWLEDGE, AND SKILLS AND ABILITIES

- 5.1 Independent and self-motivated, flexible and creative, and responsive to meeting time-sensitive deadlines while simultaneously completing other tasks.
- 5.2 Must be familiar with computers and computer software useful for managing non-profit organizations. Experience with Microsoft Office software is required. Understands and uses current social media.
- 5.3 Experience in website design to include graphic design, photo contents and writing text.
- 5.4 Willingness to learn new software programs that help with efficiency of the organization. Will become proficient with Donor Perfect software to enable updating and maintaining records as well as customizing and printing reports.
- 5.5 Maintains a high standard for accuracy, completeness, and efficiency in the preparation of reports. Operates in a professional manner.
- 5.6 Ability to quickly grasp new techniques, deal with rapid changes in events, remain calm in stressful situations, and relate to various personality styles in a calm, professional manner.
- 5.7 Effectively communicates with others for purposes of gathering and relating information.
- 5.8 Understands the need for maintaining confidentiality of sensitive information.
- 5.9 Enjoys working with people.
- 5.10 Dresses appropriately for an employee of Meerkerk Rhododendron Gardens.

6.0 EDUCATION/EXPERIENCE/CERTIFICATES

- 6.1 A bachelor degree or equivalent is desired.
- 6.2 Prior experience in a non-profit program or organization is desired.
- 6.3 Knowledge and experience developing PR materials in print and social media.
- 6.4 No criminal record.
- 6.5 Valid Washington State Driver's License required and own vehicle required.

THIS JOB DESCRIPTION DOES NOT CONSTITUTE AN EMPLOYMENT AGREEMENT BETWEEN THE EMPLOYER AND EMPLOYEE, AND IS SUBJECT TO CHANGE AS THE NEEDS OF THE EMPLOYER AND REQUIREMENTS OF THE JOB CHANGE.