

Job Title: Communications and Marketing Coordinator

Name/Title of immediate supervisor: Richard Lansdowne, Operations Manager

Employing Agency: Ithaca Children's Garden (ICG)

Agency Address: 1001 W. Seneca St. Suite 101 Ithaca, NY 14850

Agency Phone: 607-319-4203

Email Address: richard@ithacachildrensgarden.org

Website: ithacachildrensgarden.org

Work site: 1001 W. Seneca St. Suite 101 Ithaca, NY

Wage: \$15.50 per hour

Hours per week: 16 hours/week with the following approximate breakdown: 18 hours/week April - September, 14 hours/week October-March

Start Date: Immediately

The mission of Ithaca Children's Garden is to inspire, promote, and steward youth and community stewardship of the natural environment through hands-on, garden-based learning and discovery.

ICG's Marketing & Communications Coordinator works with ICG's administrative and education team to lead the day-to-day communications and marketing work of Ithaca Children's Garden. Establish annual, seasonal, and weekly work plans based on priorities established by strategic and 2-year plans, and emergent priorities as identified by executive director and Communications Committee. Implement strategy and tactics for making maximum impact with available resources, as well as increasing communication resources to further the reach and impact of ICG.

Responsibilities:

Management

- Ensure communications strategies and tactics support organizational goals
- Ensure accuracy, timeliness, and consistency with communications methods
- Ensure print materials are aligned with ICG brand guidelines
- Manage communications materials at Garden including bulletin board, visitors sign-in, and banners
- Assist with social media management
- Serve as Communications Committee Staff Liaison
- Supervise 1-2 communications interns

Content

- Draft and coordinate social media content
- Draft and coordinate print publicity

- Maintain and update website
- Facilitate inter-departmental photo cataloguing in Flickr

Media Relations

- Cultivate positive relationships and communicate regularly with local media
- Draft and distribute regular press releases
- Create and distribute marketing and communication materials locally and regionally
- Activate and improve ICG's standing in crowd-sourced visitor reviews

Requirements:

- Strong verbal and written communication skills
- Comfortable with the workings of social media including Facebook, Instagram, and Twitter
- Experience with Constant Contact, Mailchimp, or similar listserv application
- Graphic design skills; familiarity with Photoshop and Pages
- Familiarity with digital DSLR photography and Flickr

To apply send cover letter and resume to Richard Lansdowne,
richard@ithacachildrengarden.org