



Ithaca Children's Garden

Communications Coordinator

About Ithaca Children's Garden

Ithaca Children's Garden is an award-winning, 3-acre public children's garden designed for kids, enjoyed by all, and driven by a mission to connect children to nature to create a more beautiful, resilient, and just world. Our vision is that every child has the basic human right to play, learn, grow outdoors, and develop a life-long relationship with the living world.

Position Summary

Ithaca Children's Garden seeks a full-time, permanent Communications Coordinator. The Coordinator works closely with the Executive Director to develop and implement communications and marketing for ICG. The successful candidate will implement creative strategies and tactics to further ICG's reach and impact. ICG seeks an innovative individual interested in graphic design and community engagement.

This position reports directly to the Executive Director. Compensation for this full-time, non-exempt position starts at \$20/hour. Benefits include paid time off, health care, a retirement plan, and other limited benefits. This position will be based out of ICG's office in Ithaca, NY; some remote work is possible. Candidates with diverse backgrounds and identities are strongly encouraged to apply. Applications will be accepted and reviewed on a rolling basis through July 12, 2024, or until the position is filled.

Job Functions & Responsibilities

The Communications Coordinator manages four core areas of responsibility: Strategy & Coordination, Content Creation, Media & Public Relations, and Development Communications.

Strategy & Coordination

- Implement and assist in writing yearly marketing plans that align with ICG's strategic plan and annual marketing goals
- Collaborate with ICG's administrative and education staff to improve storytelling efforts, including collecting and cataloging photos and stories for communication purposes
- Ensure accuracy, timeliness, and consistency of communications methods
- Support and convene the Communications Committee
- Develop and improve standard operating procedures
- ICG merchandising coordination



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Content Creation

- Facilitate and manage photography and video coverage of ICG events & programs
- Create and manage communications materials in the Garden, including the welcome kiosk and visitor sign-in.
- Draft, coordinate, and execute e-newsletters, print materials, press releases, and social media and website content for general and programmatic communications
- Research and compile data to analyze issues, audiences, and trends
- Develop ADA-accessible content for print and digital platforms
- Ensure content creation is aligned with ICG brand style guidelines

Media and Public Relations

- Raise the profile of ICG within the local and regional communities:
 - Cultivate positive relationships with media partners and communicate regularly with local media
 - Develop and implement strategies for cultivating community relations with local agencies, businesses, and colleges
- Promote ICG as a tourist destination and educational venue:
 - Feature ICG's programs and site to target audiences, utilizing print and electronic methods and strategic partnerships.
 - Increase audience attendance at educational offerings and other events; advise staff on offerings and promotional language

Development Communications

- With guidance from the Development Director and Executive Director:
 - Update and prepare annual brand partnership materials for corporate sponsors
 - Produce appropriate donor recognition content for ICG's website, social media, and e-newsletter
 - Produce annual giving campaign content for ICG's website, social media, and e-newsletter

Experience & Skills



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The Communications Coordinator will be a highly motivated self-starter with excellent written and verbal communication skills and at least two years of related work experience.

The ideal candidate for this position will possess the following qualities and attributes:

- Culture and mission-driven: Passionate about ICG and increasing opportunities for all children and families to connect with nature.
- Excellent written and verbal communication skills, interpersonal skills, and ability to present to and communicate with diverse audiences, specifically racially, ethnically, and socioeconomically diverse communities.
- Excellent organizational skills, including the ability to prioritize and manage multiple projects and assignments, often with competing deadlines
- Ability to work autonomously, produce deliverables with a high degree of attention to detail and accuracy, and collaborate effectively with a diverse team.
- Strong written and oral communication skills
- Proficiency with Google Drive and basic Microsoft Office Suite
- Experience with Constant Contact, Mailchimp, or similar email marketing platforms
- Experience managing or editing websites or blogs with WordPress or a similar web platform
- Comfort with social media, including Facebook, Instagram, and LinkedIn

A Plus

- Familiarity with web accessibility and the ADA
- Familiarity with digital DSLR photography and digital storage solutions
- Graphic design experience with Canva, Photoshop, Illustrator, etc
- Video editing experience

To Apply

Applications will be accepted and reviewed on a rolling basis through July 12 or until the position is filled.

Please email your resume and cover letter to robin@ithacachildrensgarden.org with "Communications Coordinator" in the subject line. Cover letters can be addressed to Robin Cochell, Operations Manager. In your cover letter, please briefly describe any relevant experience you have, and your interest in working with Ithaca Children's Garden, including experience and commitment related to diversity, equity, and inclusion.



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If you require any assistance or accommodations to submit your application, please contact us as soon as possible so we can assist you.

Ithaca Children's Garden respects, values and embraces the characteristics and attributes that make each individual unique. We strive to provide an environment that attracts, retains, and celebrates people from the rich cultures and walks of life within the communities we serve. ICG is an equal-opportunity employer.

What to expect once you apply

Our team is ICG's greatest asset; we want to find the candidate who best fits organizational goals and complements our existing team. Once we receive your cover letter and resume, they will be filed for the search committee to review. You will be thanked for your application. If you are selected for an interview, you will be notified, an interview will be scheduled, and the interview questions will be shared with you ahead of time. The first interview will be conducted, either in person or remotely, by the Executive Director. There will be a second round of in-person interviews with the top few candidates, including the Executive Director and a member of ICG's Board of Directors.

Once there is a recommendation for hiring, references will be checked. Employment will be contingent upon clearance of a required background check. Applicants who are not selected for an interview or were not advanced to second interviews will be notified once the position is filled.

We appreciate when candidates become familiar with ICG's mission, vision, values, programs, and ethos. Learn more at <https://www.ithacachildrensgarden.org/about-icg/#meet-icg>.