



- Position Title:** Public Relations Specialist
- Department:** Marketing
- Reports to:** Director of Marketing and Communications
- Employment:** Full-time, Year-round
- Summary:** Creates, manages, and implements PR campaigns with the goal of enriching CMBG's position within the public eye. Maintains strong relationships with media representatives.

Overview

Coastal Maine Botanical Gardens, on 295 spectacular shorefront acres in the midcoast town of Boothbay, opened to the public in 2007. In 2017 we welcomed more than 190,000 guests and captured the attention of tourists and horticulturists nationwide. TripAdvisor has named Coastal Maine Botanical Gardens the #1 public garden in the United States.

We are seeking an enthusiastic, innovative and strategically-minded individual to join the marketing team as the Public Relations Specialist.

The Marketing Department is charged with protecting the CMBG brand, building awareness of the brand and generating traffic through our front gate.

Primary responsibilities

- Plan and direct public relations programs designed to create and maintain a favorable public image for the Gardens. This will include responsive messaging as well as proactive messaging and storytelling.
- Work closely with all departments at the Gardens to identify and craft compelling mission-centric stories for pitching to the media.

- Work closely with the other marketing department staff to ensure consistency of brand, compliance with communications and graphics standards, and execution of communications through various channels.
- Work with director to determine and manage budgeted expenses.
- Research and monitor media coverage and industry trends.
- Conduct extensive media outreach and foster positive relationships with media personnel at the local, regional, national and international levels.
- Prepare briefing materials and coordinate press interviews.
- Create talking points for interviewees in collaboration with editorial staff to ensure consistency of message.
- Create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals in conjunction with editorial and digital content staff in the marketing department.
- Identify, develop and execute communications strategy for key media contacts.

Qualifications

The ideal candidate will have a bachelor's degree in journalism, public relations or related field and at least three years of experience in public relations. Candidate will possess excellent communications skills, both written and verbal, and be comfortable and confident with public speaking. Candidate will demonstrate success at working with diverse communities and the ability to effectively reach a variety of media outlets (print, television, and digital).

Organization and computer skills are essential. Enthusiasm for plants and the natural world as well as a commitment to furthering the mission of Coastal Maine Botanical Gardens are also critical.

Compensation

Salary is commensurate with experience. Coastal Maine Botanical Gardens offers full-time employees a competitive benefits package.

To apply, submit your cover letter, resume and references to Kris Folsom at kfolsom@MaineGardens.org.