

Marketing Associate

Reports to: Director of Marketing & Marketing Team

FLSA: Salaried, non-exempt

Summary: The Marketing Associate provides essential support for Coastal Maine Botanical Gardens' marketing communications initiatives. Working with the Director of Marketing and Audience Engagement team, this role includes a wide range of digital brand marketing and programming activities. The ideal candidate will be proficient in maintaining digital assets and data and have a zest for growing strategic and creative marketing skills for a mission-driven organization.

Essential Functions: *(This job requires the performance of the following tasks, with or without accommodation. Incumbents may be regularly or occasionally required to assume additional responsibilities or perform additional tasks.)*

- Effectively manage daily administrative tasks for the marketing team, including production coordination, digital publishing, maintaining marketing assets, and updating project management systems.
- Under the supervision of the Marketing team, update social media content calendar and publish content across channels, including customer service responses.
- Publish approved content to website, POS system, and other online event distribution channels and assist with Gardenshop product updates for retail team.
- Review, track, and report on web metrics and digital findings to maximize search rankings, optimize content, and measure user engagement.
- Execute and monitor SEO/SEM and social campaigns.
- Coordinate print production and approved file transfers to printing vendors and advertising partners.
- Maintain programming calendars and enter time-sensitive data into project management systems.
- Contribute to collaborative efforts and coordinate promotional events across Guest Experience, Plant Science & Collections, Education, and Philanthropy departments.
- Conduct market research and identify new opportunities.
- Monitor and report competitors' marketing and sales activities.
- Participate in Gardens-wide initiatives including Gardens Aglow assignments.

- **Qualifications:**

The mission of Coastal Maine Botanical Gardens is to inspire meaningful connections among people, plants, and nature through horticulture, education, and research.

- Bachelor's degree in communications or related field.
- At least two years of experience in marketing communications, or a combination of education and related experience.
- Possess social media, search engine, web analytics, website publishing (WordPress) acumen.
- Adequate knowledge of data collection methods (polls, focus groups, surveys, etc.).
- Strong verbal and written communication skills.
- Working knowledge of CRM programs.
- Solid computer skills, including MS Excel, web analytics and Google Adwords.
- Proficiency with SEO/SEM campaigns.
- Commitment to working across the organization to support the integration of IDEA (Inclusion, Diversity, Equity, and Accessibility) principles into CMBG's internal operations and its relationships with visitors and guests.

Work schedule:

This is a full-time, year-round position. Occasional remote work may be acceptable. Some night and weekend work is required for special events and during Gardens Aglow.

Physical and environmental factors:

This is a sedentary job requiring repetitive computer use. The work requires standard visual acuity.

This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job. While this job description is intended to be an accurate reflection of the current job, the company reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances dictate (such as emergencies, changes in personnel, work load, rush jobs, or technological developments).

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