OLBRICH BOTANICAL GARDENS

JOB TITLE: Marketing & Special Events Coordinator
Reports to: Public Relations & Marketing Manager and Special Events Manager

Purpose: To provide program support for the marketing department (average 26 hrs/week) and special events functions (average 14 hrs/week). This includes writing and distributing all news releases, maintaining Olbrich’s website, general promotional activities, media contact, event development and management, graphic design in the development of print support pieces, and raffle coordination. Supporting events and marketing at Olbrich Botanical Gardens requires an employee capable of working a flexible schedule including weekends, evenings and the occasional very early morning.

Responsibilities

PR/Marketing

• News Releases & Media Relations
  o Work with PR & Marketing Manager to coordinate the release of information and photos to the media and public
  o Write and distribute news releases and electronic media kits to local, regional, and national contacts
  o Follow up with the media as necessary
  o Give live and taped media interviews related to Olbrich events as requested by media outlets
  o Work with PR & Marketing Manager and PR Intern to coordinate the submissions of Olbrich events and education programs to external websites
  o Work with PR & Marketing Manager and PR volunteer to maintain the database of media/tourism/community resource contact list

• Event & General Promotional/Printed Materials
  o Design and produce event support materials, including postcards, programs, fliers, ads, posters, events calendar brochure, displays, banners, etc. for Special Events, Olbrich Education, and general garden promotion
    ▪ Design, edit, proof, and submit advertisements to outside media according to an established schedule
    ▪ Coordinate the mailing of postcards and other direct mail pieces as necessary
    ▪ Act as a resource to staff for proper implementation of graphic standards
    ▪ Write newsletter articles

• Website & Electronic Communication
  o Update website with current Olbrich events and information as necessary
  o Act as a member of the team that produces Olbrich’s e-communications
    ▪ Design and edit Olbrich’s e-newsletters and e-postcards according to an outlined schedule
    ▪ Serve as a back-up for social media such as, but not limited to, Facebook, Twitter and Instagram

• Photography
  o Work with PR & Marketing Manager to maintain image files
  o Take photos as needed for internal and media use

• Marketing
  o Assist with planning PR & Marketing goals, themes, and messaging
  o Assist with planning PR & Marketing budgets
  o Identify new marketing opportunities, technologies, and sponsors
  o Participate as a member of the Special Events Marketing Team and Education Marketing Team to create and execute annual events advertising plan and marketing plans for each department
General - Marketing
- Solicit, supervise, train, and evaluate PR interns and volunteers as needed
- General clerical duties in support of Public Relations & Marketing and Special Events

Interns
- Supervise up to (2) interns, including hiring, assigning tasks, editing work, etc

Special Events
- Develop and manage Children of the Rainforest program (January/February)
  - Hire performers, coordinate logistics and volunteer support

- Develop and manage Olbrich member benefit events
  - Hire performers, coordinate logistics, vendors, volunteers, raffles, and movie selections
    - Spring Flower Show preview (March)
    - Blooming Butterflies preview day (July)
    - Member Movie Night (September)
    - Conservatory Exhibit preview (November)
    - Holiday Express Flower and Model Train Show preview (December)

- Support planning and management of all special events at Olbrich, including, but not limited to:
  - Cocktails in the Conservatory (January/March/November)
    - Serve as event manager in lieu of the Special Events Manager
  - Concert Series (Feb/March, June/July, December)
    - Serve as event manager in lieu of the volunteer concert coordinator
  - Spring Flower Show (March)
    - Serve as event manager on pre-defined days during the run of the show (includes weekends)
  - Spring Show Flower Sale (March)
    - Coordinate and manage the Spring Show Flower Sale with the horticulture staff
  - Primula (March)
    - Serve as support staff during the sales
  - Pansy Sales (April)
    - Coordinate and manage the Pansy Sale with the conservatory staff
  - Plant Sale with the Pros (May)
    - Serve as support staff during the sale
  - Rhapsody in Bloom (June)
    - Attend all RIB committee meetings
    - Serve at the auction coordinator using online auction software (training provided)
  - Home Garden Tour (July)
    - Attend the site coordinator’s meeting in May
    - Serve as support staff during the tour dates
  - Blooming Butterflies (July & August)
    - Serve as the event manager on pre-scheduled days during the run of the exhibition
  - GLEAM, Art in New Light
    - Serve as the event manager on pre-scheduled evenings during the run of the exhibition
  - CRACKLE, Fire & Froth (September)
    - Serve as support staff during the event
  - Thai Fest (September – biennial)
    - Serve as support staff during the event
  - Holiday Express Flower and Model Train Show (December)
    - Serve as event manager on pre-defined days during the run of the show (includes weekends)
• General - Events
  o Work with the Director of Development & Marketing and the Special Events Manager to solicit and fulfill event sponsorships
  o Co-supervise, train, and evaluate Special Events Intern and seasonal LTEs as needed.
  o Identify special events raffle prizes, print tickets, display prize, choose winner and ensure delivery/pick-up of prize. Renew class A & B raffle licenses each year.

Knowledge, Skills, and Abilities
• Excellent verbal and interpersonal communication skills
• Excellent writing and editing skills
• Experience with special events
• Experience with graphic design and the design/production of print materials
• Experience with handling cash for ticketed events
• Experience and/or willingness to work with volunteers, media (including radio, television and print interviews), and the general public
• Proficient in Microsoft Word, Excel, PowerPoint, InDesign, digital photo editing, and web design
• Detail oriented with good organizational and office skills
• Ability to prioritize work, meet deadlines and multi-task
• Ability to work independently
• Commitment to teamwork and quality
• Familiarity with gardening a plus
• 1-3 years related professional experience

Time commitment: Full-time (40 hours per week) hourly position. Schedule will vary during special events. Some early mornings, evenings and weekends are also required. Full benefit package.

Applicants should submit cover letter, resume, references, and application to:

Katy Plantenberg, Public Relations and Marketing Manager
kplantenberg@cityofmadison.com

Missy Jeanne, Special Events Manager
mjeanne@cityofmadison.com