

Reports To: Senior Marketing Manager

Employment Status: Part-time

About the Arboretum

Located on the western edge of Memorial Park, Houston Arboretum & Nature Center is a 155-acre urban nature sanctuary and center for nature education. The mission of the Houston Arboretum & Nature Center is to provide education about the natural environment to people of all ages and to protect and enhance the Arboretum as a haven and as a sanctuary for native plants and animals. The Arboretum proudly provides services to nearly 600,000 visitors annually, including many school-age students who participate in educational programming. The organization recently completed a strategic plan and will spend the next several years implementing priorities to improve access, expand educational opportunities, and create a long-term plan for sustainability and growth.

Position Summary

The Marketing Coordinator will work with a small, collaborative team to showcase the mission and programs of Houston Arboretum & Nature Center. The position is supervised by the Senior Marketing Manager and will work closely with them on all aspects of the organization's marketing and communications strategy, including both organizational and program-specific marketing, with a focus on social media. This position is currently part-time, with the intention to grow into a full-time role.

Duties and Responsibilities

Social Media

- Create social media channel content, including copy and visual content, for review and approval
- Maintain the Arboretum's voice and visual identity on social media
- Monitor social media channels and respond to questions and inquiries
- Collaborate with the Senior Marketing Manager and other staff to highlight programs, events, and stories
- Coordinate paid advertisements on Meta Business Suite and other social platforms as needed
- Create monthly reports showcasing social media performance and engagement
- Stay current on social media trends and platform updates, especially for Facebook and Instagram

Marketing & Communications

- Work with the Senior Marketing Manager to maintain email contact lists and create e-newsletters in Constant Contact
- Submit programs and events to community calendar listings on a regular basis
- Design basic signs, graphics, and flyers following brand standards
- Assist with distribution of print materials and signage for events and programs
- Track all press and media showcasing the Arboretum
- Work with the Senior Marketing Manager to coordinate image and asset storage
- Represent the Arboretum at community tabling events as needed
- Other duties as assigned

Qualifications

- Two years of marketing and communications experience or a bachelor's degree in marketing, communications, or a related field
- Familiar with programs including Microsoft Office Suite, Canva, WordPress, and Constant Contact
- Basic videography, photography, and video and photo editing skills

- Experienced with social media, including Instagram, Facebook, and LinkedIn
- Excellent verbal and written communication skills
- Self-motivated, organized, detail-oriented, and collaborative
- Willing to work in both indoor and outdoor environments
- Able to work occasional nights and weekends as needed for event support and coverage
- Nonprofit experience and knowledge of local flora and fauna a plus
- Spanish language skills a plus

Compensation

- \$25 Hourly 20-25 hours/week

How to Apply

Please send resume and cover letter to marketing@houstonarboretum.org.

Finalists will be asked to provide work samples.