

American Botanical Council

Job Description

Job Title: Communications and Marketing Coordinator

Department: Development

Reports To: Director of Development

FLSA Status: Non Exempt

Updated: 8/2/16

General Position Description:

The Communication and Marketing Coordinator, working with the Development Director, will be responsible for developing, implementing, monitoring and refining ABC's communications and marketing efforts with the goal of enhanced public awareness of the nonprofit educational mission of ABC, including the various benefits of herbs and other beneficial plants, and increased revenue to ABC.

Critical Responsibilities:

- Assists in developing and executing ABC's marketing plan, strategies and objectives.
- Helps monitor performance and financial success of existing products and services with particular regard to web performance.
- Creates and distributes regular marketing pieces to drive traffic to ABC's website and products including ABC's online store.
- Sets up, monitors, and adjusts Google Ads via ABC's Google grant with the goal of increased web traffic to ABC's website.
- Monitors and refines Google Analytics (and any other available metrics related to ABC's website traffic) and reports progress, changes, and suggestions for improvements.
- Suggests, refines and executes social media initiatives including updating Facebook page and Twitter, along with identifying new ways to integrate social media opportunities into other ABC educational activities for increased communication and awareness.
- Coordinates content for and produces ABC's e-newsletter Herbal News & Events, as well as monitors open rates and other performance measures for ABC's e-communications.
- Helps identify and reach new audiences and markets for ABC educational content and products.
- Helps design and create marketing and fundraising content for ABC including video content for ABC's website and YouTube.
- Participates in refining and updating website.
- Assists, as needed, with preparation and distribution of press releases, fact sheets, photographs, or other needed materials to media representatives and other persons who may be interested in learning about or publicizing organization's educational activities or message.
- Tracks and reports on ABC advertising initiatives.
- Utilizes and improves ABC's magazine ad trades for increased exposure.
- Assists in implementing public relations programs and events.
- Participates in new market research and design.

Education and/or Experience

Bachelor's degree (B. A.) from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

Required Qualifications & Special Skills

- Strong organizational skills
- Strong analytical skills
- Attention to detail
- Experience and/or training in developing and monitoring marketing and communications goals and strategies
- Experience writing and editing marketing materials
- Successful communication and appropriate interpersonal relationship skills particularly with the public and coworkers.
- Extensive experience with MS Office Suite required and experience; html, Salesforce, and/or Convio proficiency preferred
- Prefer experience or training in some or all the following skills: Google Analytics, Google Ads, SEO, Facebook, Twitter, Design skills (Photoshop, InDesign), email marketing platform (MailChimp, Convio, etc.), html, video editing

Working Environment:

The Communications and Marketing Coordinator will be a part of the general office environment of ABC. This is a relaxed and casual environment. Additional hours of work include some nights and weekends, as well as possible attendance at off-site events.

Comments:

There will be an annual review of performance as well as a review and update of this description.

To apply, please send cover letter, with salary requirements, to jobs@herbalgram.org.