



Hoyt Arboretum Friends Position Description

Position: Communications Coordinator

Reports to: Development Director

Classification: Full-time, 40 hours per week (could consider 32 hours)

Pay Range: \$20-\$22/hour

Application Deadline: To ensure full consideration, please apply by May 6th, 2022 at 5pm

Note: Proof of COVID-19 vaccination will be required as a condition of employment

Overview of Position

The Communications Coordinator will work with the program and fundraising team at Hoyt Arboretum Friends to develop and implement communications campaigns to grow and strengthen our base of members, followers, program participants and supporters. They will help us establish a strong organizational identity and voice to advance the goals in our new strategic plan. This position reports to the Development Director and plays a key role in our community engagement efforts. Projects will vary but include writing copy for email and print newsletters, advertising, website content and managing our social media channels.

The successful candidate is a detail-oriented creative thinker who thrives in a collaborative environment. They have a passion for storytelling and integrating diversity, equity and inclusion into their work by creating communications that resonate with all kinds of park users.

Primary Responsibilities

- Create and coordinate production and distribution of quarterly print newsletter and monthly e-newsletters
- Manage contracts with outside consultants to support design, graphic, and printing projects
- Collaborate with team members to keep the necessary pages on the website up to date, ensure ongoing usability, accessibility, and SEO of the website. Use Google Analytics and other tools to track metrics and create analytic reports
- Develop, post, and manage social media content to align with overall marketing/communication strategies
- Represent HAF in communication with others: create and format marketing and event materials, reports, presentations, spreadsheets, and other related documents; edit/proofread documents as requested
- Develop and distribute news releases as needed.

Qualifications

- Strong writing and communication skills with experience writing in a variety of styles for different audiences and across multiple platforms
- Proficiency in WordPress, Mailchimp, Microsoft Office, Google Suite, and Social Media (Facebook and Instagram)
- Bachelor's degree in a related field is preferred but not required, plus 2-3 years of work experience in marketing and communications
- Experience in web design with knowledge of HTML, Google Analytics, SEO, CRM, content management, and email marketing software
- Proven success utilizing the functionality of and building audiences on social media channels, including Instagram, Facebook, and Twitter
- Experience with photography for social media and other communications
- Commitment to increasing equitable access to Hoyt Arboretum and ensuring marketing and communication materials are inclusive of a diverse community
- Ability to pass a background check
- Ability to convey the mission of Hoyt Arboretum Friends and motivate the community through outreach.

Desired skills

- Proficiency in a second language (Spanish, Chinese, Vietnamese or Russian) is preferred but not required
- Passionate about nature, trees and conservation.

Hoyt Arboretum Friends expects applicants will have skills and experience relevant to the work listed above, or with similar work. However, we recognize that there are many different paths, experiences, and non-traditional backgrounds that add value to one's work, and we encourage applicants to apply even if they do not have all of the preferred skills and experience. HAF is prepared to support the training necessary to ensure qualified candidates have the skills to effectively accomplish the work.

Compensation and Benefits

Salary range is \$20-22 per hour and will be based on years of experience and language fluency. We offer 20 days of PTO plus 10 paid holidays (prorated if working less than full-time), 100% employer paid medical and dental coverage for the employee (family members may be included at the employee's expense) and a 3% retirement contribution. We prioritize a healthy work/life balance.

Work Space Expectations for Staff

HAF staff has been working from our office in the Visitor Center. This position will have a desk in the office at Hoyt Arboretum but we anticipate some flexibility to work from home a couple days a week. Hours for this position are generally Monday-Friday from 8:30am-4:30pm but occasional weeknight and weekend hours may be required based on the program schedule.

How to apply:

For immediate consideration, please submit a cover letter (no longer than one page) that addresses the questions below and your resume along with a short work sample (no more than two pages). **We will begin reviewing applications and scheduling first-round interviews on May 6th and continue on a rolling basis until the position is filled.**

- What experiences in your life have shaped your views on diversity, equity, access, and inclusion?
- How has your career to date led you to this position and this work?
- On what date would you be available to start work with Hoyt Arboretum Friends?

Please email your cover letter and resume as a single PDF document titled LASTNAME_FIRSTNAME_CC.pdf with a subject line of COMMUNICATIONS COORDINATOR APPLICATION to jobs@hoytarboretum.org. No phone calls or emails, please. Due to the large number of submissions, we may not be able to reply to all applicants.

About Hoyt Arboretum

Hoyt Arboretum is Portland's museum of living trees. We're proud to be a center for botanical education, conservation research, outdoor recreation, and family-friendly activities. Hoyt Arboretum is also a free public park where all people can take part in the mental, spiritual, and physical enrichment that green outdoor spaces offer. We prioritize providing access and a welcoming environment for people of all backgrounds, so that no one is excluded from the health benefits and educational resources available at our park. Hoyt Arboretum thrives thanks to the partnership between Hoyt Arboretum Friends (HAF), a membership-based, nonprofit organization and Portland Parks & Recreation.

Hoyt Arboretum Friends is an equal opportunity employer committed to a diverse, multicultural work environment. This job description is not all-inclusive and may be amended.

Our Mission and DEAI statement can be found here.