



EMPLOYMENT OPPORTUNITY

Communications & Marketing Coordinator

Part-time, temporary, January 24 to March 18, 2022
30 hours/week, schedule varies.
Hourly Rate: \$27.71 - \$37.63

The Garden is seeking an experienced communications and marketing professional to provide temporary coverage for a staff leave. The successful candidate will be able to quickly step into this fast-paced one-person department to provide communications and marketing support for Garden activities. Must be able to work independently, and manage rapidly changing, competing priorities. The Garden is a highly collaborative team environment. A combination of remote and on-site work is required.

All candidates must provide proof of full vaccination against COVID-19 in compliance with the [University of Alberta's COVID-19 Vaccination Directive](#).

DUTIES

- Execute existing marketing and communications plans to support the Garden's many public activities, and adjust as necessary to respond to changing situations
- Generate and post social media content to support Garden's marketing goals; monitor and respond to social media activity
- Update the Garden's website (WordPress) as required
- Writing and editing support for all external communications, across all Garden teams
- Create and send PSA's, respond to media inquiries, coordinate media visits and interviews
- Create and send planned newsletters to the Garden's large external subscriber list
- Coordinate print advertising and signage, working with Garden's contract graphic designer
- Other duties as required

QUALIFICATIONS AND REQUIREMENTS

- Previous experience/education in marketing and communications, ideally in a university setting
- Experience working with media
- Excellent writing and editing skills
- Good understanding of social media marketing (Facebook, Instagram, Twitter)
- Good understanding of WordPress website CRM
- Ability to think strategically and creatively
- Reliable, flexible, responsible, mature, outgoing, personable and tactful
- Ability to communicate in French and/or Indigenous languages an asset.
- Must be available for daytime, evening or weekend work as required.
- Reliable transportation is required. The Garden is not accessible by public transportation.

TO APPLY:

Send resume and cover letter to:
Kerry Mulholland
Communications and Marketing Coordinator
University of Alberta Botanic Garden
kerry.mulholland@ualberta.ca

Application Deadline: January 21, 2022

We thank all applicants, however, only successful candidates will be contacted.



University of Alberta Botanic Garden
Located in Parkland County, 5 km north of Devon on Hwy 60
botanicgarden.ualberta.ca