



FREDERIK MEIJER Gardens & Sculpture Park

JOB POSTING – PUBLIC RELATIONS & SOCIAL MEDIA SPECIALIST

Department: Communications

Supervisor: Director of Communications

Pay Type: Full Time, Hourly, Non-Exempt

Date Posted: March 18, 2022

Position Summary: Creates, edits and coordinates brand-centered messaging, images & videos for social media, web content, blog and regular email campaigns. Involves working effectively with all departments to facilitate content and approvals. Must possess superior photo, video, writing and proofreading skills and be able to work in a team environment embracing our workflow and processes.

Additionally, this role will assist the Director of Communications in handling publicity, media relations, pitching stories, conducting media tours and organizing media events and public openings. Helps build relationships with local, regional and national media, positioning Frederik Meijer Gardens & Sculpture Park as Michigan's premier cultural institution.

Essential Functions:

- Serves as the voice of the organization on all social media platforms and email inquiries.
- Creates content and strategies for social media platforms, email and website, collaborating with other departments to best communicate events and other benefits to our members and guests.
- Develops, shoots and edits regular video and photo content for YouTube, Facebook and Instagram, including virtual experiences and remote learning resources.
- Monitors various online platforms and social media sites for mentions of Meijer Gardens and responds as necessary.
- Updates website based on calendar of events and requests from other departments.
- Helps nurture media contacts and relationships.
- Coordinates/conducts interviews, assists with media tours and events, promotional events, on-site radio/TV remotes and press conferences as assigned.
- Coordinates photo and video shoots, sometimes working with outside production companies.
- Assists in managing media & photographers at summer concert series and is available for other media relations events (requires occasional non-traditional work hours).
- Updates event calendars (print and online) at Meijer Gardens and on various local and regional Web sites.
- Manages content displayed on digital signage.

Expected Functions:

- Workflow is supervised by Director of Communications.
- Adhere to and embrace established Communications Department project management process.
- Ability to prioritize tasks and manage time and assigned projects.
- Provides reports and/or special assignments to Management Team, as determined by Director of Communications.
- Physical presence is required regularly on the premises for your job in order to interact with Communications Department team members to meet team objectives.
- All other duties as assigned by Director of Communications.

Organizational Expectations:

- Embrace and adhere to Meijer Gardens' mission, brand statement, operating model, policies, procedures, and guiding principles with a strong emphasis on professional behavior and treating others with dignity and respect.
- Embrace the fact we are a non-profit institution that serves the public and that you will work with a broad and diverse group of employees, volunteers, members, and guests.

Education and/or qualifications preferred:

Education: Bachelor of Arts degree or equivalent combination of experience, training, and education.

Experience: At least one year of related experience.

Skills/Knowledge/Licenses: Superior video and photo editing experience required. Social media marketing and messaging skills desired. Strong command of software applications including: MailChimp, MS Office Suite, Adobe Creative Suite and project management software solutions. Must exhibit accountability, accurate attention to detail, confidentiality, be a team player, and work independently as well as collaboratively.

Working Conditions:

Traditional office environment with occasional assignments outside normal business hours. Flexible schedule may include evenings, weekends and holidays (rarely). Requires ability to operate computer and other office equipment, including camera gear, plus mobility in office, grounds and exhibition areas. Ability to lift up to 10 pounds frequently, and up to 25 pounds occasionally.

Apply online at <http://www.meijergardens.org/contact/careers/> or send your cover letter and resume to hr@meijergardens.org.

As part of our onboarding process, all new hires are required to complete our background check and drug screen process, which tests for amphetamines, cocaine, opiates, and phencyclidine.

Frederik Meijer Gardens & Sculpture Park promotes the enjoyment, understanding, and appreciation of gardens, sculpture, the natural environment, and the arts.

**Frederik Meijer Gardens & Sculpture Park is an Equal Opportunity Employer.
We believe in fostering a diverse and inclusive workplace.**