

Communications Assistant

JOB TYPE:

Part time, 20-25 hours/week, year-round

POSTED: January 2020

SUPERVISOR: Director of Marketing Communications

OVERVIEW

Berkshire Botanical Garden (BBG) is a not-for-profit, membership-supported educational organization encompassing 20 acres of cultivated land in Stockbridge, Massachusetts. The Garden's mission is *"to fulfill the community's need for information, education and inspiration concerning the art and science of gardening and the preservation of our environment."* Its Communications Department is a lively, creative hub where all Garden programs, classes and events are planned and promoted. The department is supported by a robust Marketing Committee comprised of staff and board members experienced in marketing and event planning with the goal of bringing exciting and unique events to the Garden each season.

The Communications Department utilizes a diverse range of outreach tools; two of the most effective are the Garden's quarterly magazine, *Cuttings*, and its award-winning weekly enews. Programs and events promoted by the department range from kitchen classes with maximum capacity of 15, to the iconic Harvest Festival which welcomes upwards of 15,000 visitors annually. 2020 marks the Garden's 86th season of events and programming.

QUALIFICATIONS

Applicants will have previous experience demonstrating strong writing and editing skills including media releases, feature articles and magazine text. Proven social media skills are required with an ability to manage Facebook and Instagram accounts and generate photography and video content as needed. A familiarity with email marketing is expected. Candidates should have experience creating written content for printed materials (rack cards, posters, brochures). Excellent organizational and communication skills are a must. A basic understanding of the Drupal platform is a plus. This position requires an on-site presence including attendance at key special events. The position also includes clerical duties, for example, creating routine google analytics, admissions and media reports.

WORK ENVIRONMENT

Berkshire Botanical Garden is a beautiful work environment, with each season spotlighting its unique signature beauty and charm. The staff of 17 share office space on both sides of Route 102 (or are out on the grounds) and share a common interest in the environment and the visitor/student experience. Future plans for the Garden include a new visitor center, expanded gardens and additional parking.

SALARY

Salary is based on experience. Although part time positions do not include a traditional benefits package, free enrollment in BBG adult community classes and workshops is offered for programs that are not fully enrolled.

TO APPLY

Please submit a cover letter, resume and three recent writing samples to rparow@berkshirebotanical.org. Applications will be accepted until the position is filled.

Berkshire Botanical Garden is an equal opportunity employer and is committed to maintaining a work environment which is free of harassment, discrimination, or retaliation because of sex, gender, race, religion, color, national origin, physical or mental disability, genetic information, marital status, age, sexual orientation, gender identity, military service, veteran status, or any other status protected by federal, state, or local laws.