

Education Publication Coordinator

Put your passion for the desert to work. To apply for an open position, please forward resume and letter of interest to hr@dbg.org, fax to: 480.481.8173, or mail to:

Human Resources
Desert Botanical Garden
1201 N. Galvin Parkway
Phoenix, AZ 85008

Part-time.

This position develops and coordinates the education class catalog that serves as the primary marketing and promotion piece for adult and children's public programming at Desert Botanical Garden. The Education Publication Coordinator will work collaboratively with members of the education, marketing and membership departments to ensure a high level of customer and member satisfaction with content, delivery and communication related to educational programming. This position will also work collaboratively with the Adult Program Development Manager and other members of the department to achieve goals in alignment with the department's and Garden's mission.

Duties and Responsibilities:

- Accepts primary responsibility for the development, coordination, publication and distribution of the department's class catalog in print and electronic formats.
- Leads the editorial process, which includes copy editing and proofreading the Garden's print class catalog and education web content. Coordinates with Program Development Manager the preparation of the class descriptions and sends to editor and designer. Works closely with the education, marketing and development department as they make changes to the catalog and ensures edits are updated to the designer in a timely manner.
- Responsible for writing program descriptions for the class catalog. Works closely with Program Development Manager to coordinate descriptions to match the instructor's class objectives.
- Responsible for importing/uploading, updating and maintenance of educational programs on education's website. Follows marketing style guidelines for the importing/uploading, updating and maintenance of the education website using Convergence, HTML and Adobe Photoshop.

- Monitors education department's web page content and ensures the information displayed on the website is accurate and current. Makes necessary changes and updates education classes as they become sold out, possible date changes, class cancelations, etc.
- Responsible for sending electronic marketing to students using Constant Contact and Survey Monkey to promote educational programming in coordination with the Adult Education team.
- Provides Garden and Department Support by participating in department and Garden staff meetings, teams and events. Assists with reports and proposals. Performs other duties as assigned by the Program Development Manager or Director of Education.

Job Requirements:

1. Bachelor's degree in Communications, Marketing, English or related field **or** three years of combined experience in publications, proofreading, editing and printing process.
2. Excellent oral and written communication skills; organization ability a must.
3. Working knowledge of HTML, content management systems and Microsoft Excel.
4. Basic Adobe Photoshop skills.
5. Knowledgeable about basic web standards, SEO, meta data and keyword research.
6. Familiarity with design standards.
7. Ability to troubleshoot technical issues.
8. Excellent customer service and interpersonal skills.
9. The ability to solve problems using discretion and good judgment, high levels of personal motivation.
10. Experience with proofreading and familiarity with the AP Style.
11. Knowledge of Convergence, Constant Contact and Survey Monkey preferred but not required.

Desert Botanical Garden is an Equal Opportunity Employer and considers all applicants without regard to race, religion, color, sex, gender identity and/or expression, sexual orientation, marital or parental status, age, national origin, veteran status, disability, or any other status protected by law.

The Garden fosters and supports workplace diversity, equity and inclusion to honor the unique perspectives, experiences and contributions of all, to celebrate successes and to cultivate individual and institutional excellence.

The benefits of regular employment at Desert Botanical Garden include a stunning environment, competitive benefits package, complimentary family membership, employee cultural exchange, wellness initiatives and discounts.