

## Position Description

<b>Position Title:</b>	<u>Marketing Coordinator</u>
<b>Reports To:</b>	<u>Marketing Communications Manager</u>
<b>Rate:</b>	<u>\$20.19-\$21.63 DOE</u>
<b>Pay type:</b>	Hourly pay
<b>Pay Status:</b>	Non-exempt; eligible for overtime
<b>Benefit status:</b>	Eligible for all benefits
<b>Hours:</b>	40 hours per week; 5 days/week

### Organization Summary

Tohono Chul is a beloved 49-acre public garden in Tucson, Arizona, founded in 1985. Our mission is to serve as a community oasis, where reverence for the cultural and natural ecology of the Sonoran Desert region inspires responsible stewardship so that future generations may thrive. A destination for both local residents and global visitors, it has been recognized as "One of the World's Ten Best Botanical Gardens" by Travel + Leisure Magazine.

### Position Summary

We are seeking a detail-oriented and creative Marketing Coordinator to support the marketing team in day-to-day operations. This position will assist with marketing campaigns, advertising, content creation, event promotions, digital communications, and brand visibility across platforms. The Marketing Coordinator will work closely with the Marketing & Communications Manager to implement strategies that increase awareness, engagement, and attendance at Tohono Chul and its programs, with a special focus on Children's Museum Oro Valley's satellite location.

The ideal candidate will bring strong communication skills, creativity, and enthusiasm for community engagement, along with a passion for promoting environmental, cultural, and seasonal experiences.

### Essential Duties and Responsibilities

- Assist Marketing Manager in executing multi-platform marketing campaigns
- Coordinate advertising schedules and budgets with vendors and media partners
- Work with community partners, local advertisers, and media contacts as needed
- Submit events to online calendars and various local listings
- Support social media content creation by capturing photos and short-form videos (Reels/TikToks) at events and throughout the grounds
- Monitor social media comments and messages, engaging with followers and answering questions
- Assist with website content updates; experience with WordPress is a plus
- Draft email newsletters and promotional campaigns; experience with Mailchimp is a plus
- Support the creation of marketing collateral for programs, events, and exhibitions
- Develop family-focused content and outreach for the Children's Museum Oro Valley at Tohono Chul
- Maintain a consistent workflow using task management software and collaborative tools
- Help track and organize digital assets (photos, graphics, and other media)
- Support cross-departmental communications to gather content for promotions, events, or other happenings throughout the organization
- Assist with on-the-ground promotion at events and community outreach

## Position Description

- Engage with guests and families

### Education and Experience

- Minimum of 1-3 years of experience in marketing, communications, digital media, or a related field
- Bachelor's degree in marketing, communications, journalism, or related field

### Knowledge, Skills and Abilities

- Strong writing, editing, and organizational skills
- Experience working with advertisers (print, broadcast, and digital) and coordinating advertising budgets
- Experience with social media platforms (Instagram, Facebook, TikTok) and content creation
- Ability to communicate clearly and work both independently and collaboratively
- Ability to multi-task for a variety of events and collaborate with teams
- Demonstrated interest in community engagement, the arts, and/or nature/ecology
- Experience working with children and families
- Photography and/or video editing skills
- Knowledge of website content management (WordPress preferred)

*Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.*

### Diversity, Equity and Inclusion:

Tohono Chul is proud to be an equal opportunity employer. We encourage applications from candidates of all backgrounds, experiences, and perspectives. We believe that a diverse and inclusive workforce is essential for fostering creativity and achieving our mission.

### Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to talk and hear. This position often requires standing, walking, crouching, and bending. The employee may need to lift and/or move up to 25 pounds. Specific vision abilities required by this job include, close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

### Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly exposed to outside weather conditions. The noise level in the work environment is usually moderate.

### To Apply

Submit resume, cover letter, and samples of photography, video, or social media content via email to: [Humanresources@tohonochul.org](mailto:Humanresources@tohonochul.org)