



4001 S. Woody Mountain Road
Flagstaff, AZ 86005
928.774.1442
thearb.org

Job Title: **Marketing and Events Manager**
Classification: Full-time; Non-exempt (hourly)
Reports to: Executive Director
Date: January 2nd, 2023

About Us

Surrounded by ponderosa forest at 7,150 feet in elevation with spectacular views of the San Francisco Peaks, The Arboretum at Flagstaff is a unique destination, specializing in increasing the understanding, appreciation and conservation of plants native to the Colorado Plateau. Home to 750 species of plants, the beautiful 200-acre property consists of gardens, greenhouses, and woodland trails that are family and pet friendly. The Arboretum also hosts a number of special events, plant sales, concerts, wedding and facility rentals, youth and adult classes as well as features local artist works in our gift shop. For more information, see thearb.org.

Position Description

The Marketing and Events Manager is responsible for the development, coordination, and operation of all marketing and special events for The Arboretum at Flagstaff.

Primary duties include:

Special Events & Sponsorships

- Plans and/or coordinates special events and public programs including:
 - Summer Concert Series
 - Plant Sales *In collaboration with the Horticulture Department
 - Summer Garden Party annual fundraising gala
 - Festivals such as the Pollinator Fest and Pumpkin Walk
 - Garden, art and yoga classes as well as wildflower and bird walks at The Arboretum
- Works with staff, volunteers, instructors, musicians, vendors, and planning committees to organize and coordinate each event/program.
- Works with staff, planning committees, and community partners to secure sponsorships and/or in-kind donations for events/programs.

- Works with the Education Manager on the promotion of the docent training course, school field trips, youth summer camps and science festivals.
- Works with the Executive Director on budgets for each event and associated payments to vendors, musicians, and instructors as needed.
- Applies for and maintains all appropriate licensing through the State and County such as liquor licenses for events.

Marketing & Communications

- Creates and implements all advertising and marketing materials such as rack cards, postcards, postal mailings, digital ads, print and radio ads, email blasts and the member newsletter.
- Collaborates with all staff in order to promote events, programs and/or activities of each department.
- Performs website updates using a content management system.
- Maintains and coordinates all social media postings on Facebook and Instagram.
- Assists the Executive Director with public relations and donor recognition as needed.
- Works with the Executive Director to maintain an annual budget for marketing and advertising expenses.

All other duties as assigned and/or needed to ensure The Arboretum runs efficiently.

Work Environment

This position operates in a professional office environment, off site venues and outside event areas in various weather conditions. During events, the Marketing and Events Manager must frequently lift and/or move objects up to 10 pounds and occasionally lift and/or move objects up to 50 pounds.

The Arboretum is located down 3 miles of dirt road that can be wash boarded, muddy, potholed and very challenging during inclement weather and between road grading. Thus, all staff must have reliable all-weather transportation.

Qualifications

We recognize that the qualifications required to excel in this position can come from a range of educational, professional and lived experiences. We strongly encourage anyone who feels passionate about this position and believes they have what it takes to succeed in this role to apply.

- College degree in marketing, communications, public relations or related field or equivalent experience
- Experience organizing special events
- Experience in marketing/advertising including social media
- Non-profit fundraising experience is preferred but not required

- Graphic design experience including creativity and ability to use graphic design software such as Canva
- Good leadership, interpersonal and customer service skills
- Ability to work independently and as part of a team in a fast-paced environment
- Excellent organizational, written and spoken communication skills
- Ability to work a flexible schedule that includes evenings and weekends as needed
- Must have a valid AZ Driver's License and reliable all-weather transportation
- Knowledge of and/or passion for horticulture, conservation or Colorado Plateau ecology is a plus

Compensation & Benefits

This is a full-time (35 hours per week) year-round position.

Compensation range: \$19.50-\$21.50 DOE

Benefits include:

- Flexible work hours and hybrid work opportunities
- Generous Vacation, Sick and Holiday paid time off (PTO)
- Arboretum Cliff Rose Family membership
- Discounts on merchandise, snacks and drinks in our gift shop
- Free tickets to Arb concerts
- Uniforms
- Team building and staff appreciation events
- Continuing education opportunities

Application Instructions

To apply, send a resume, cover letter, and three references (with email and phone contact information) to: apply@thearb.org. Questions about the position can also be sent to this email address. Applications will be reviewed beginning the week of January 16th, 2023. The position will remain open until filled. Please no phone calls.

Equal Employment Opportunity

The Arboretum at Flagstaff provides an equal employment opportunity to all persons without regard to race, color, national origin, religion, sex, sexual orientation, gender identity/transgender status, age, disability, veteran or marital status, genetic information or any other characteristic protected by applicable law.