

Digital Marketing Coordinator

New England Botanic Garden at Tower Hill, 11 French Drive, Boylston MA 01505 508-869-6111

Direct Manager:	Director of Marketing and Communications		
Department/Group:	Marketing & Communications	Job Category:	Non-Exempt Full-time, Permanent 40 hours/week
Location:	Boylston, MA	Travel	Occasional / regional
Salary or Rate Range:	\$21.00–\$23.00 per hour	Apply at:	https://bit.ly/nebg-jobs

Overview

Reporting to the Director of Marketing and Communications, the Digital Marketing Coordinator will manage and grow the Garden’s social media presence across multiple platforms. They will also assist in creating and coordinating content for other digital campaigns alongside e-marketing campaigns to support the Garden’s ongoing projects, promotional initiatives, and educational programs.

The Digital Coordinator will work with the Marketing and Communications staff, part of the larger New England Botanic Garden organization, to help achieve budgetary and institutional goals while advancing the organization’s mission. The Marketing and Communications department strengthens the Garden’s brand and grows its audience by promoting it as a must-see destination, trusted horticulture resource, and valued community partner. Marketing and Communications staff regularly work with staff from all departments to support the Garden’s mission and promote its unique spaces, educational programs, events, exhibits, the Garden Shop, café, weddings and rentals, and fundraising efforts.

New England Botanic Garden is committed to connecting people with plants, fostering environmental stewardship, and creating meaningful experiences that inspire our community through horticulture, education, and nature.

Our Culture

- Be part of an exceptional, respectful, and inclusive workplace culture that values both high performance and work-life balance.
- Be welcoming to all staff and the public and respectful of staff differences and preferences.
- Work for an organization deeply committed to diversity, equity, inclusion, and accessibility (IDEA).
- Explore opportunities to attend IDEA workshops and initiatives that foster a culture of belonging.
- Enjoy comprehensive benefits, retirement savings options, generous paid time off, and holidays.

Responsibilities

- Develop, schedule, and publish engaging content across the Garden’s social media platforms.
- Collaborate with team members to create multimedia content.
- Monitor, engage, and respond to the online audience to maintain a positive brand presence.
- Analyze audience engagement across platforms to optimize paid social media

content; track metrics to assess and update ongoing social strategy.

- Collaborate with local and regional influencers and content creators to showcase the Garden to various audiences.
- Create and distribute email campaigns, including weekly emails to promote the Garden's offerings, and education and horticulture-focused emails.
- Stay current with the latest trends in digital marketing, social media, content creation tools, and best practices.
- Work with an awareness of surroundings and be vigilant to any possible threat to the safety of staff and the public, or NEBG. Ensure all concerns are reported promptly.
- Comply with provisions of the current Employee Handbook, all published personnel policies and job description requirements.
- Other duties as assigned.

Skills

- Ability to work in a fast-paced environment on multiple projects under deadline pressure.
- Strong time management and organizational skills with the flexibility to adapt to changing priorities.
- Excellent collaboration skills and ability to work effectively with colleagues across departments.
- Able to work independently.
- Be motivated and have the ability to absorb and apply constructive criticism.

Qualifications

- Bachelor's or Associate's degree in Marketing, Communications, Journalism, Art, Photography, Design, or a related field.
- Marketing experience in a nonprofit or a culture institution is preferred.
- Familiarity with nature-based and environmental topics is a strong plus.
- Prior experience managing social media platforms, including, but not limited to, Facebook, Instagram, Twitter/X, TikTok, Pinterest, Bluesky, and YouTube
- Experience with paid social marketing; knowledge of Facebook Ads Manager and Google Ads preferred
- Created and curated content for social media, emails (Constant Contact or similar), and websites (WordPress or similar CMS).
- Photography and videography experience, including DSLR and phone-based content creation and editing required; knowledge of Adobe Premiere and Lightroom preferred
- Fluent with design software such as Photoshop, Illustrator, and InDesign to create graphics, signage, and promotional materials.
- Published writing in newsletters, blogs, or similar channels.
- Fluent in Microsoft Office (Word, Excel, PowerPoint).
- Ability to communicate effectively in writing and in person, collaborate with colleagues across departments, and manage multiple projects to meet deadlines.

Schedule

The position is full time (with a standard Monday-Friday work week, 8.5 hours per day with an unpaid 30-minute lunch break. This is an on-site position with occasional weekend work, evening shifts, and off-site assignments.

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Physical Demands / Working Conditions

- Must be able to remain in a stationary position 50% of the time
- Must be able to use computer hardware and technology appropriate to the position
- Must be able to occasionally move about inside the office to access file cabinets, office machinery, etc.
- Must be able to occasionally walk around the property in different seasons to take photos or videos on accessible paths.

Note: The above have been identified as essential functions as required by the Americans with Disabilities Act.