

Graphic Design & Digital Media Specialist

Our mission: We garden to create, share, and apply plant wisdom in our world.

Job Summary

The Graphic Design and Digital Media Specialist is a forward-thinking, inquisitive, and energetic communications innovator who will help San Diego Botanic Garden attract new visitors and keep existing ones engaged across a variety of platforms. This position will focus on developing aesthetically engaging content for the Garden's materials both online and on-grounds. This is a full-time, non-exempt position reporting to the Marketing and Communications Manager. The starting pay range is \$23-27/hour.

Essential Requirements

- Minimum two years of experience in marketing with focus on content development, graphic design, email marketing, and social media.
- BA/BS degree in related field, preferred
- Strong portfolio of layout and design
- Proficiency in WordPress, Adobe Suite, In Design (or other graphic design programs), Google Analytics, social media, photo editing software, WordFly (or equivalent email platform) and Microsoft Office.

Compensation

- **Salary: \$23 - \$27/hour**
- Benefits:
 - 401(k) matching
 - Dental insurance
 - Employee assistance program
 - Employee discount
 - Flexible spending account
 - Health insurance
 - Life insurance
 - Paid time off
 - Retirement plan
 - Vision insurance

Job Type: Full-time, on-site

Location: Encinitas, CA

Essential Functions

Graphic Design

- Design diverse print and digital assets for all aspects of Garden operations, programs, and campaigns
- Develop signs, wayfinding, flyers, and interpretive signage for on-site needs
- Create digital media assets for web, social media, advertising, and other marketing materials
- Work directly with outside print houses to ensure quality, completion, and delivery of projects, staying within a budget
- Adopt and safeguard San Diego Botanic Garden's style and branding across all graphic products

E-mail Marketing & Website

- Manage e-newsletter and e-blast schedule, content, list management, and distribution using Wordfly, or equivalent email platform
- Basic website administration; maintaining website to ensure information is relevant, engaging, and accessible; familiarity with WordPress platform is a plus
- Recommend and implement constant improvements to website based on programmatic goals, user interface and visual appeal
- Ability to author original content with and without input from others
- Provide technical support, assistance, and advice in the design, development and implementation of email and website best practices

Social Media

- Plan, post, and actively manage content across social media channels (Instagram, Facebook, LinkedIn and TikTok)
- Monitor social platforms for comments, tags, and direct messages, maintaining communications with visitors, partners, and organizations in a timely manner
- Keep up to date with social media trends to grow reach, engagement, and following across platforms
- Skilled at photography; ability to capture, review, edit, format, and prepare photographs for digital upload, use, launch, and sharing across social media and other digital platforms

Strategy & Reporting

- Work closely with Marketing & Communications Manager on the implementation of marketing campaigns, best practices, and guidelines
- Proficiency in various digital advertising platforms including Google Ads, Facebook Ads, Instagram Ads, etc.
- Work cross-departmentally to gather information for campaigns throughout the year
- Monitor and report on various digital marketing metrics to track campaign successes and growth, including website, e-mail, and social media

Competencies

- Ability to work independently and with teams, successfully organize and prioritize multiple projects, and meet multiple deadlines.
- Excellent communications, analytical and time management skills.
- Comfortable managing multiple projects, deadlines and clients

Education and Experience

- Minimum two years of experience in marketing with focus on content development, graphic design, email marketing, and social media.
- BA/BS degree in related field, preferred. Relevant work experience will be considered, in lieu of degree.
- Proficiency in WordPress, Adobe Suite, In Design (or other graphic design programs), Google Analytics, social media, photo editing software, WordFly (or equivalent email platform) and Microsoft Office.
- Strong portfolio of layout and design.
- Skilled in photography for social media, digital and print platforms (preferred).
- Previous social media administration experience preferred.

Work Environment

- Primarily desk work (sitting or standing) in an office on-site at the Garden.

Physical Requirements

- Ability to traverse uneven terrain.
- Ability to perform light physical work.

Other Duties

- Perform other duties or special projects as assigned

Additional requirements

- May occasionally be required to work a weekend or evening shift to assist with Garden events, outdoors.
- Must possess a valid driver's license
- Must pass a background check



JOB POSTING

SDBG Diversity Statement

San Diego Botanic Garden is committed to create, maintain and grow a welcoming and inclusive environment. Just as our natural world relies on plant diversity, we believe that cultivating diversity amongst our staff and volunteers contributes to a flourishing Garden. We are dedicated to ongoing conversations as we celebrate and support the unique attributes of all people.