



## Santa Fe Botanical Garden

### JOB DESCRIPTION

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**Job Title:** Communications Specialist/Graphic Designer

**FLSA Classification:** Non-Exempt

**Pay Rate:** \$21.50-34.00/hour

**Part Time:**     **Full Time: X**

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**Supervision Received:** Position reports to the Director of Development (DD)

**Supervision Exercised:** None

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#### Job Summary:

Under the direct supervision of the DD and in partnership with other senior staff as appropriate, the Communications Specialist/Graphic Designer supports the marketing and communication needs of the Garden with an emphasis on content development, layout, design, and copywriting. The position will be involved in the layout and design of Garden marketing materials such as presentations, brochures, emails, and newsletters. The position will work collaboratively with other Garden staff in writing copy for newsletters, email campaigns, fundraising campaigns, updates to the Garden's website, advertisements, blogs, social media, and other materials as assigned.

#### Essential Responsibilities:

Include but are not limited to:

- Oversees the production and distribution of digital and print materials, such as the Garden's monthly newsletter (*Clippings*), the mid-month members' newsletter, and publications (e.g., Annual Reports, Strategic Plans, the Piñon Magazine, etc.).
- Provides content for and updates to the Garden's website.
- Manages the Garden's social media, including providing content.
- Develops and maintains a social media calendar.
- Provides content and designs for marketing, membership, and special event materials, t-shirts and other promotional materials, ad campaigns, direct mail pieces, and other communication pieces as required.
- Organizes and maintains the Garden's digital asset management system.
- Monitors and responds to telephone, email, social media, and blog inquiries.
- Documents and attends special events, providing photography and video for social media posts.
- Assists with maintaining positive media relations.
- Assists with maintaining the Garden's mailing lists.
- Assists the DD in the development of the Garden's marketing/PR budget.

**Additional Responsibilities:**

- Other duties as assigned by the Director of Development.

**Competencies:**

- Excellent written, editing, and verbal communication skills, especially attention to details, grammar, and spelling.
- Demonstrated excellence in design/layout of content for a wide variety of media.
- Ability to write compelling copy.
- Ability to handle a variety of assignments simultaneously and demonstrate a sense of urgency when required, excellent time management skills.
- Ability to work in a fast-paced environment with adherence to deadlines.
- Ability to embrace challenges and change.
- Self-motivated with a strong work ethic.
- Adaptive, effective communication and interpersonal skills.
- An understanding and commitment to the mission and core values of the Garden.

**Education Requirement**

- BA/BS degree in communication, graphic design, marketing, or another relevant field.

**Experience Requirement**

- Minimum of 5-7 years of non-profit, corporate, or other work-related experience with demonstrated success in managing staff in a diverse, visitor-based environment.
- Experience with digital marketing, including web, video, and email.

**Knowledge, Skills, and Abilities:****Required:**

- Technical proficiency with computers, databases, Microsoft software programs (including Microsoft Outlook, Teams, Excel, Word, and PowerPoint), Google Suite, Social media platforms (such as Facebook, Instagram, X), Canva, Mailchimp, Adobe Acrobat/Photoshop/InDesign, Wordpress, and other graphic design software.

**Preferred:**

- Working experience with a CRM (Altru preferred).
- Knowledge of horticulture, botany, and/or botanical gardens.
- Bilingual (Spanish)

**Special Requirements:**

- Valid New Mexico Driver's license.
- May be required to work weekend or evening hours, and occasionally on holidays.
- Must be able to work a full 40-hour work week.

**Physical Requirements:**

- Must be able to walk on uneven ground and go up and down stairs.
- Must be able to lift and move materials of up to 50 lbs.
- Must be able to assist with the setting up of and take down of Garden events.

**Working Environment:**

- Work is performed in an office environment with up to two days of remote work per week.
- Some outdoor and evening work in the Garden for special events.

**Equal Employment Opportunity:**

The Garden is committed to Equal Employment Opportunity. It is our policy to encourage and support equal employment opportunity for all associates and applicants without regard to gender, age, race, color, creed, religion, national origin, ancestry, citizenship, sexual preference or orientation, gender identity, spousal affiliation, marital status, military/veteran status, handicap or disability or membership in any other protected group.

**Americans With Disabilities Act:**

Applicants as well as employees who are, or become, disabled must be able to perform the essential job functions either unaided or with reasonable accommodation. The organization shall determine reasonable accommodation on a case-by-case basis in accordance with applicable law.

**Job Responsibilities:**

The above statements reflect the general duties and responsibilities considered necessary to perform the essential functions of the job. This document should not be considered a fully detailed description of all the work requirements of the position. The Garden may change the specific job duties with or without prior notice based on the needs of the organization.

**To Apply:**

Please send your resume and cover letter as attachments via email to [hr@santafebotanicalgarden.org](mailto:hr@santafebotanicalgarden.org) and include "Communications Specialist/Graphic Designer" in the email subject line. Applications will be reviewed immediately until the position is filled.

**Mission Statement:**

The Santa Fe Botanical Garden celebrates, cultivates and conserves the rich botanical heritage and biodiversity of our region. In partnership with nature, we demonstrate our commitment through education, science, conservation, community service, presentation of the arts, and the sustainable management of our public garden. For more information, visit us online at [santafebotanicalgarden.org](http://santafebotanicalgarden.org).