Volunteer Opportunity Description: *Marketing Department Positions:

1) **Marketing Production Assistant**
2) **Website Production Assistant**
3) **Marketing & PR Projects Assistant**

*These are three separate positions; please use the numbering/color coding to help read the descriptions.

**Description/Purpose**

1) Assist in producing selected Arboretum visitor information materials, including brochures, event signage, posters and collateral for events such as factsheets.
2) Assist in updating content and graphics for dedicated event and exhibit landing pages.
3) Assist in planning and implementation for marketing and public relations seasonal promotions, tribute day events, community outreach events, seasonal visitor surveys.

**Responsibilities/Tasks**

1) Monitoring quantities in visitor kiosks, photocopying, trimming as needed, laminating as needed, posting on stakes as needed, placement of posters and collateral (ex., napkin holders, sign holders); assist in coordinating updating of dates/titles and other production for timely installation of highway signs, other tasks as needed by Marketing Associate (Anne Wilson).
2) Tracking calendar of events and programs to reflect current seasonal mention and promotion on website, learn content management system to assist in basic content updates, other tasks as needed by Marketing Associate Barb Kastens.
3) Assist in gathering materials and supplies and coordinating PR activities for seasonal/tribute day promotions (ex., apple tastings, National Public Garden Day), local outreach events; assist with market research and visitor survey and evaluations programs; work closely with Marketing & Communications Manager (Judy Hohmann) and PR Specialist (Barb Degroot).

**Required Skills**

1) Familiarity with various copies, trimmers and laminators a plus but not required and willingness to learn and will offer training.
2) Familiarity with content management system a plus but not required and training will be offered, some experience in perusing websites is desirable but comfort in use of computers is preferred.
3) Attention to detail is preferred in helping to organize materials and supplies for PR activities and seasonal tribute day programming; flexible schedule for occasional weekend activities, ability to occasionally lift brochure boxes or supplies.

**Time Commitment and Schedule Details**

1) 1-2X per week for approximately 4-6 hours weekly
2) 1-2X per week for approximately 4-6 hours weekly
3) Varies by season but to start would like 1X per week for 3-4 hours
Benefits/Impact

1) Improved visitor service
2) Improved online experience and awareness of seasonal events and programs
3) More engaged visitors actively participating in seasonal events and programs

Work Environment:

<table>
<thead>
<tr>
<th>Indoors</th>
<th>Lifting</th>
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<tbody>
<tr>
<td>Outdoors</td>
<td>Working individually</td>
</tr>
<tr>
<td>Sitting</td>
<td>Working with children</td>
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<tr>
<td>Standing</td>
<td>Working as part of a team</td>
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How to Apply for this Opportunity

If you are currently an Arboretum Volunteer and would like to apply for this opportunity, please contact the supervisor and set up an interview. If you are interested in any of the 3 positions, please send an email to Judy Hohmann and be sure to include your full name, phone number, and what position(s) you are interested in.

Staff Supervisor & Contact Information

Judy Hohmann
Marketing & Communications Manager
jhohmann@umn.edu

All Arboretum Volunteer opportunities are reserved for registered and active Arboretum Volunteers. All volunteers go through an orientation and screening process prior to applying for opportunities. Learn HOW TO BECOME A VOLUNTEER or call the Volunteer Center at 612-301-1203 to get started.