Volunteer Opportunity Description:
Day Camp Clerical Marketing Assistant

Description/Purpose
Help research and market (by internet, social media, mail, and email) to organizations, publications, and groups that can spread the word.

Responsibilities
Regular weekly duties will include:
* online research to uncover current and promotional opportunities
* read camp descriptions to brainstorm about how themes can be used to find new affinity groups
* enter contact data into spreadsheet
* Monthly, use social media to "like" and "share", "submit" on internet, "post" in groups, email and mail, according to each group's marketing preferences
* keep track of all postings and marketing efforts using shared spreadsheet

Additional responsibilities, if desired:
* attend Arboretum Day Camps to learn more about the programs
* meet-and-greet parents and campers to find out where they are from and how they found out about the program
* Assist with Summer Field Trip promotional marketing

Required Skills/Tasks
* Social media experience, specifically Facebook and Twitter
* Ability to follow rules/regulations for postings for each unique group
* Excel
* Internet research
* Organizational skills
* Interest in sales and/or marketing is helpful
* Some work may be able to be completed from home

Time Commitment and Schedule Details
Seeking a weekly ongoing commitment of one day a week for 1 - 3 hours (anytime Tuesdays, Wednesdays, or Thursdays between 9:30am to 4pm). This position is available to begin immediately, and ends in August 2015.

Benefits
Meet new people in a fun atmosphere! Use and develop your sales, marketing, communication and office skills! Help the Arboretum Education Department maintain quality and success!

Work Environment:

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<td>Outdoor</td>
<td>x Working individually</td>
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<td>Sitting</td>
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<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.

Staff Supervisor & Contact Information
Jill Leenay
Business Manager, Education
* email communication is preferred* leen0014@umn.edu
612-301-3484

To become an Arboretum Volunteer, you first need to attend a New Volunteer Orientation. To get started visit our website at http://www.arboretum.umn.edu and click on the volunteer tab.