Volunteer Opportunity Description:
Group Tours Clerical Marketing Assistant

Description/Purpose
Did you know that the Arboretum arranges special tours for groups? Churches, Social clubs, garden clubs, out-of-area visiting groups, senior centers...these are all groups who have taken a Group Tour with the Arboretum! Groups have the option to take a walking tour or the tram. Help research and market (by internet, social media, mail, and email) to organizations who may be interested in Arboretum Group Tours!

Responsibilities
Regular weekly duties will include:
* online research to uncover current and new group opportunities
* enter contact data into spreadsheet
* contact each group to find out how they prefer to "spread the word" about events to their members, and record information into spreadsheet
* Monthly, use Arboretum accounts to "like" and "share" on social media, "submit" on internet, "post" in yahoo 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 a few Arboretum group tours to learn more about the programs and the groups
* meet-and-greet scheduled group tours to find out where they are from and how they found out about the program
* Assist registrar with Group Tour administrative duties

Required Skills/Tasks
* Ability to follow rules/regulations for postings for each unique group
* Excel
* Internet research
* Organizational skills
* Ability to work independently, without close supervision
* Interest in sales and/or marketing is helpful but not required
* Some work may be able to be completed from home
* Social media experience (Facebook) helpful but not required

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

Benefits
Meet new people in a fun atmosphere! Use and develop your clerical, sales, marketing, communication and office skills!
Work Environment:

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<tr>
<th>Activity</th>
<th>Requirement</th>
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<tbody>
<tr>
<td>Indoors</td>
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<tr>
<td>Lifting</td>
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<tr>
<td>Outdoors</td>
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<td>Working individually</td>
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<td>x 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.

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](http://www.arboretum.umn.edu) and click on the volunteer tab.