Volunteer Opportunity Description: *Home School Marketing for Education Department*

**Description/Purpose**
Did you know that the Arboretum runs special programs for home school students and their families? It's time to let the cat out of the bag! Help research and market (by internet, social media, mail, and email) to local home school groups.

**Responsibilities**
Regular weekly duties will include:
* online research to uncover current and new home school groups
* 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 Arboretum home school days field trips to learn more about the programs
* meet-and-greet parents and students at home school days 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
* Yahoo groups familiarity (or willingness to learn)
* Ability to follow rules/regulations for postings for each unique group
* Excel
* Internet research
* Organizational skills
* Attention to detail
* Ability to work within deadlines
* Ability to work independently, without close supervision
* Interest in sales 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 - 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 sales, marketing, communication and office skills! Help the Arboretum Education Department maintain quality and success!
**Work Environment:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifting</td>
<td>Indoors</td>
</tr>
<tr>
<td>Working individually</td>
<td>Outdoors</td>
</tr>
<tr>
<td>Working with children</td>
<td>Sitting</td>
</tr>
<tr>
<td>Working as part of a team</td>
<td>Standing</td>
</tr>
</tbody>
</table>

**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.