



Winter Garden Heritage Foundation Job Description

Marketing, Public Relations, Social Media, Event Coordinator, and Sponsor Relations Specialist

Job Description

The Winter Garden Heritage Foundation (WGHF) is seeking a highly motivated and dynamic individual to join the WGHF team as a Marketing, Public Relations, Social Media, Event Coordinator, and Sponsor Relations Specialist. This role is pivotal in promoting the WGHF brand, managing public relations activities, enhancing our social media presence, organizing events, and maintaining relationships with sponsors. The ideal candidate will possess a blend of creativity, strategic thinking, and strong communication skills.

Requirements

- Experience and/or education in marketing, public relations, social media management, event coordination, and sponsor relations.
- Strong written and verbal communication skills.
- Excellent organizational and project management abilities.
- Creative thinking and problem-solving skills.
- Proficiency in using social media platforms and analytical tools.
- Ability to work independently as well as part of a team.
- Flexibility to adapt to changing priorities and deadlines.
- Previous experience in a similar role in the industry is preferred.
- Builds and maintains positive relationships with diverse groups and the public, both on the telephone and social media, and in person while demonstrating professionalism, courtesy, and responsiveness.
- Excellent interpersonal skills (verbal and written), including the ability to effectively present information to both small and large groups.
- Strong attention to detail, customer service, follow-through, time management, prioritization, organization, and multi-tasking skills with the ability to effectively meet competing deadlines.
- Ability to type with accuracy and prepare concise correspondence, materials, and reports using proper formatting, grammar, spelling, punctuation, sentence structure and proofreading.
- Ability to create and maintain moderately complex records; enter, retrieve, compile, and analyze data; sort, create, and distribute various reports, files, and materials; and operate basic office equipment including a personal computer, printer, scanner, telephone, and copier.
- Requires visual and muscular dexterity and hand/eye coordination for extended periods, hearing sounds/communication, close vision, handling/grasping/fingering objects, and lifting/carrying objects.
- Exceptions to the Requirements will be reviewed and approved by the WGHF prior to job offer.

Responsibilities

- **Marketing Strategy Development:** Collaborate with the WGHF team to develop comprehensive marketing strategies aligned with company objectives.
- **Public Relations:** Manage all aspects of public relations activities including drafting press releases, pitching stories to media outlets, and fostering positive relationships with journalists and influencers.
- **Social Media Management:** Oversee the WGHF's social media accounts, develop engaging content, and implement strategies to increase followers, engagement, and brand awareness.
- **Event Coordination:** Plan, organize, and execute various events such as promotional events, exhibits and conferences, and coordinate logistics, manage budgets, and ensure events run smoothly.
- **Sponsor Relations:** Cultivate and maintain relationships with sponsors and partners. Negotiate sponsorship agreements, fulfill sponsorship obligations, and explore opportunities for collaboration and cross-promotion.
- **Content Creation:** Create compelling and relevant content for marketing materials, social media posts, newsletters, and other communication channels.
- **Analytics and Reporting:** Monitor and analyze the performance of marketing campaigns, social media activities, and events. Provide regular reports with insights and recommendations for optimization.
- **Brand Management:** Ensure brand consistency across all communication channels and marketing materials. Uphold brand guidelines and standards in all activities.
- This is a position responsible for the performance of complex and varied duties in the WGHF Office and out in the public.
- The work requires the exercise of good judgment.
- Work is done under general supervision of the WGHF Operations & Programs Director.
- Facilitates the day-to-day activities of this position, with frequent interaction with the public, and others both in person and via the phone and social media.
- Provides information and assistance as requested to WGHF staff and the public.
- Other projects and duties as assigned.

Minimum Qualifications

- Associate Degree and/or two years of related experience, or the equivalent combination of education, experience, and/or training.
- Working knowledge and experience with Microsoft Office products, (Outlook, Word, Excel, Publisher, and PowerPoint), and the ability to learn and utilize other specialized software programs and products.
- Proficiency in the most widely-used social media platforms.
- Possesses and maintains a valid Florida Driver's License and acceptable driving record.

Knowledge, Skills and Abilities

- Builds and maintains positive relationships with diverse groups and the public, both on the telephone, on social media, and in person while demonstrating professionalism, courtesy, and responsiveness.

- Able to work independently without close supervision and work in a collaborative manner.
- Excellent interpersonal skills (verbal and written), including the ability to effectively present information to both small and large groups.
- Ability to type with accuracy and prepare concise correspondence, materials, and reports using proper formatting, grammar, spelling, punctuation, sentence structure and proofreading.
- Ability to create and maintain moderately complex records; enter, retrieve, compile, and analyze data; sort, create, and distribute various reports, files, and materials; and operate basic office equipment including a personal computer, printer, scanner, telephone, and copier.
- Understands how to take/edit photos and videos for social media posts. Comfortable on-camera presence a plus.
- Exceptions to the Knowledge, Skills and Abilities will be reviewed and approved by the WGHF prior to job offer.

Working Environment/Conditions

- Work is performed in an office setting and out in public, and involves intermittent sitting, standing, bending, stooping, crouching, reaching, and walking, with the potential for extended periods of standing and sitting.
- Part of the work is performed out in public in all kinds of weather conditions and temperatures, possibly for extended periods of time.
- Intermittent lifting, pushing, and pulling of light objects and moderately heavy objects up to 25 lbs.
- Requires visual and muscular dexterity and hand/eye coordination for extended periods, hearing sounds/communication, close vision, handling/grasping/fingering objects, and lifting/carrying objects.

Benefits

- Competitive salary commensurate with experience.
- Opportunities for professional development and advancement.
- Dynamic and collaborative work environment.

Join the WGHF team and be part of a dynamic and innovative company that values creativity, collaboration, and continuous improvement. If you're passionate about marketing, public relations, social media, events, and sponsor relations, we want to hear from you.

The WGHF is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the WGHF provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

To apply, send your resume to: museum@wghf.org