About the job:

The Emerson Avenue Community Garden Club at Orville Wright Engineering & Design Magnet is a community garden space built and maintained 100% by volunteers. The garden offers a sustainable, organic green space for gardening and enrichment. We are looking for a Director for our Board to oversee our marketing function. If you are marketing savvy and experienced (especially with digital marketing), please consider making a difference and serving as our Marketing Director and EACGC Board Member.

The Commitment: EACGC’s Board of Directors meets monthly: approximately 2 hours for the meeting and 1 hour to prepare the Marketing Director board report and read other Directors’ board reports for the meeting. This position may also require approximately 10-20 hours per month on top of monthly Board meetings depending upon selected projects. As a Board member, you are encouraged to enlist Committee Chairs to assist in Garden goals assigned to your area of responsibility.

The Marketing Director of the EACGC Board of Directors will:

- Submit a marketing plan for the year at the February Board meeting for approval
- Maintain our website and make recommendations on best practices for non-profit website marketing (we currently use SquareSpace for our website)
- Maintain our social media accounts and make recommendations on best practices for non-profit social media marketing (we currently use Facebook, Instagram, Nextdoor and Twitter)
- Edit and publish our monthly newsletter and making recommendations on best practices for non-profit email marketing (we currently use MailChimp)
- Maintain and promote our affiliate programs, and make recommendations on best practices for non-profit affiliate marketing (we currently use Ralphs and Amazon for fundraising)
- Advise and make recommendations on best practices for non-profit social media advertising
- Support our other Directors with public-facing marketing collateral as requested (both print and digital) - for example, fundraising, activities, membership
- Solicit and facilitate member-generated content for our website, social media accounts and newsletter
- Create content for our website, social media accounts and newsletter, including member spotlights
- Attend garden events to take photos and video and distribute the same via our website, social media accounts and newsletter
- Follow various garden-related news and information outlets for relevant and shareable content for our website, social media accounts and newsletter
- Liaise with our Community Partners to cross-promote activities and fundraisers

Who You Are: You are somebody who loves telling a good story. You are organized and deeply experienced with digital and print marketing. More importantly, you have an unquenchable curiosity about more and better ways to spread news about the garden’s mission and work. You also are extremely collaborative and pride yourself on strong relationships. Strong delegation skills will serve you well because this Director has a big job. Don’t have all of the described skills? If you have a desire to learn, we’ll help you. Curiosity and drive are the most important of the skills. Last but not least, you must strongly believe in organic gardening and possess strong ethics, personal integrity and concern for our nonprofit’s growth and development.

- Please note: To qualify as a Board Member you must meet the following requirements:
  - Been a dues paying member of EACGC for 1 year
  - Have attended one or more board meetings in the past 2 years prior to being on the Board
  - Have met the 24 hour service commitment in the previous calendar year
  - Have served on a committee, or have special skills needed to support the garden