

**Title:** Digital Media Specialist  
**Department:** Development & Communications  
**Reports to:** Director of Development & Communications  
**Compensation:** \$52,000  
Applications accepted through February 15, 2024



**Background:**

The Garfield Park Conservatory Alliance (the Alliance) was formed in 1995 and incorporated in 1998 as a private, non-profit organization committed to the restoration and revitalization of the Garfield Park Conservatory. While the Conservatory is owned and operated by the Chicago Park District, the Alliance is responsible for developing and funding quality education programs and events, promoting community engagement and enhancing visitor services. In its 20+ years, the Alliance has facilitated exponential growth at the Conservatory, offering 450 public programs annually and welcoming over 320,000 visitors to date in 2023.

**Position Summary:**

The Digital Media Specialist supports the mission of the Garfield Park Conservatory Alliance by developing and serving an engaged audience of stakeholders with a focus on digital communications. This includes connecting with a broad spectrum of individuals including members, donors, volunteers, Garfield Park and West Side community, visitors and the general public.

The Digital Media Specialist is a full-time position. Primary responsibilities include creating and executing an annual digital communications strategy. This includes creating and curating digital content and evaluating impact against goals. An ideal candidate will have the ability to establish paid media campaign goals, design and execute campaigns, including creating/sourcing creative assets and identifying appropriate audiences, implement robust measurement solutions to assess impact of the campaigns, report on the success to leadership, and adapt strategies to optimize performance and align with evolving organization priorities. As a member of the development team, you will participate in special event management for one signature fundraiser annually.

The ideal candidate will display leadership qualities by thinking strategically and comprehensively about the strategic plan goals of the Alliance, as well as the donor and partnership experience and provides professional insight to accomplish those goals. This role initiates collaboration and seeks input from key stakeholders to assemble fundraising ideas that deliver on mission and drive engagement, revenue goals and programmatic engagement for the Conservatory.

This position holds growth opportunities for development and management of a larger branding strategy and comprehensive communications.

**Position Responsibilities:**

## **Overall Communications**

- Prepares and implements social media and digital marketing strategies for: Newsworthy happenings and stories, programs/lectures/classes, plant sales, school field trips/partner schools, group tours, community partnerships, Gift Shop, Children's Garden activation, Membership program, Volunteer program, Seasonal exhibitions, events & fundraisers, private event rentals and more.
- Social Media Channels and website:
  - Lead social media strategy and design in order to amplify and leverage the Alliance & GPC partnerships and impact.
  - Manage and drive engagement on Conservatory website and social channels (Facebook, Instagram, YouTube, Twitter, LinkedIn, TikTok) to ensure content is current and messaging is consistent with overall programmatic work of the Alliance
  - Make occasional updates to website
  - Explore and implement best practices and trends in social media for philanthropy
  - Monitor, measure and analyze analytics to increase engagement across all channels.

## **Social Media**

- **Daily management/engagement:**
  - Check notifications, comments, mentions, and direct messages natively on each of the following platforms: Instagram, Facebook, Twitter, Tik Tok, LinkedIn
  - Liaison working with Park District, horticulture and program staff on replies on social media
  - Use strategic plan goals to align community and partnership amplification. For example, amplify Garfield Park, West Side and greater Black community and share partnership opportunities with staff
  - Social Listening for Garfield Park Conservatory mentions across networks – search in platforms
  - Influencer Interaction: reshare interactions with influencers, etc.
- **Lead Content strategy**
  - Manage yearly Content Calendar with photo database, and creating weekly content for Supervisor to review
  - Post about GPC/GPCA programs, plant content, neighborhood/local content, Black plant/garden/nature content, relevant national and social holidays
  - Create social media graphic design posts as needed in Canva
  - Robust Stories Strategy: Share new posts, event countdowns, amplification of voices, and more in Instagram/Facebook stories
  - Research and use relevant hashtags to gain new followers

- Video Production as needed: Produce videos with captions on Tik Tok and iMovie
- **Digital Ads as Needed**
  - Create or manage strategy for Facebook and Instagram ads as needed.

### **Email Marketing**

- Create monthly e-newsletter, optimizing design and look and working with staff to gather information in order to promote GPC activities
- Create ad hoc e-blasts as needed (1-3 a month)
- Manage Contacts – with the help of other staff, connect with our other systems to grow and maintain our e-subscriber list (i.e. Xola, Shopify, Eventbrite)

### **Digital Reporting**

- Managing monthly and yearly digital dashboard (currently using DashThis)
  - Manually add Email Marketing numbers, tik tok and FB follower numbers monthly
  - Provide stats as needed for grant reports & submissions, sponsor needs, board updates
  - Optimize content strategy based on reporting results
- Pull updates and information from Google Analytics as needed

### **Photography:**

- Take high quality and curated images of GPC's collection and events
- Edit and curate images using work supplied iPhone and Google drive for different purposes & stakeholders

### **Special Event Support**

- Serve as an event team member for special event fundraisers
- Manage digital and print materials and marketing associated and related tasks
- Create and manage communications for special event promotion with aid from development team on frequency and content (I.e. ticket pushes, sponsorship shout-outs, partnership highlights and mission moment storytelling).

### **Press, public relations and media activities**

- Work in partnership with the Chicago Park District Press office and supervisor on media inquiries and press releases
- Weekly media scan for relevant articles and press mentioning Conservatory and West Side and share with staff and share on social media when applicable
- Track press and media mentions and track paid and organic impressions

- Support all development, program and event communications organization wide

### **Minimum Qualifications:**

- 3 - 5 years of experience in managing social media, marketing, communications, and/or advertising
- In-depth knowledge and understanding of current social media landscape, trends, tools
- Self-starter with project management skills, including schedule development, tracking, task prioritization, and an ability to meet deadlines
- Writing whiz with exceptional communication skills, both written and verbal
- Comfortable in furthering the mission of the Conservatory by increasing revenue
- An eye for details and inconsistencies, both in writing and style
- Ability to adapt written voice to fit channel and brand
- Ability to analyze and report on social media performance metrics
- Ability to negotiate the requests and needs of different internal stakeholders while firmly advocating for our audiences
- Ability to keep track of many small details without losing sight of the big picture
- Strong interpersonal skills and flexibility to work within a rapidly changing environment
- Proficiency or some experience with Wordpress

### **Preferred qualifications**

- Bachelor's degree in: journalism, communications, marketing, public relations or commensurate experience working in related field
- Graphic design and photography experience a plus
- Experience working remotely (i.e. from a home office) and working with a team of staff who also may be remote staff
- Knowledge of donor database and/or reservation systems
- Familiarity with Google Analytics

### **Supervisory Responsibility**

This position has no direct reports. The ideal candidate should have the ability to manage and lead others in a project, committee/working group, external partners in a group setting when required. Also, be able to direct and manage vendors and consultants when necessary. Most importantly, the candidate should have excellent personal time management and workload management skills.

### **Location & Schedule:**

- Average 40 hours per week
- Hybrid work option available
- Working on-site as needed to capture photography or video; shared office space

- Working hours are scheduled M-F between 9am-5pm
- Some nights or weekends required
- Working on-site you may be exposed to live insects or critters due to the abundance of living plants housed throughout the Conservatory & Gardens

### **Compensation & Benefits:**

This is an exempt position with a salary of \$52,000. Benefits include medical, dental, and vision insurance, and company-paid short-term and long-term disability. We provide employees with paid time off including 6 personal days, paid sick time and 11 paid holidays. This position includes laptop and an iPhone and data storage plan owned by the Alliance.

### **Garfield Park Conservatory Alliance (GPCA) is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of Any Kind.**

GPCA is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at GPCA are based on the organizational needs, job requirements and individual qualifications, without regard to race, color, religion or belief, family or parental status, or any other status protected by the laws or regulations in the locations where we operate. GPCA will not tolerate discrimination or harassment based on any of these characteristics. GPCA encourages applicants of all ages.