Position Title: Digital Marketing Manager
Reports To: Director of Marketing and Communications
Job Category: Full-time, Exempt
Salary: Annual salary $55,000, excellent benefits package

Boyce Thompson Arboretum (BTA) was founded in 1924, and is Arizona’s oldest and largest botanical garden. BTA is located in scenic Queen Creek Canyon, just 50 minutes from Phoenix, Arizona in the foothills of the Superstition Mountains in Superior, AZ. Featuring plant collections from the world’s deserts, historic buildings and hidden gardens along miles of trails, it is on the National Register of Historic Places. A haven for wildlife, BTA has been named “the most enchanting” Audubon Important Bird Area in Arizona. The Arboretum encompasses 370 acres, with 105 acres of gardens and plantings, 20,000+ plants and 4,030 taxa, and currently has 35 full-time employees. BTA’s mission is to inspire appreciation and stewardship of desert plants, wildlife, and ecosystems through education, research and conservation. No longer a State Park or a University of Arizona department as of July 2019, BTA has reaffirmed and embraced its status as a botanical institution.

JOB DESCRIPTION

The Digital Marketing Manager plays an integral role in driving Boyce Thompson Arboretum’s digital strategy to increase engagement and loyalty.

Duties and Responsibilities:

- Act as webmaster for the organization’s public website btarboretum.org, and other organization controlled websites
- Serves as the main contact between the Arboretum and contracted web agency
- Develops processes and procedures
- Updates and manages the BTA blog
- Coordinates and executes the bi-weekly e-newsletter
- Manages BTA social media channels including Facebook, Instagram, and Twitter
- Responsible for executing and optimizing multiple-channel digital advertising campaigns
- Conducts and reports analysis of site and social traffic
- Establish and monitors ROI and KPIs
- Creates, maintains and implements digital marketing and editorial calendars
- Act as Arboretum Manager on Duty as assigned

Qualifications

- Knowledge of digital marketing channels and marketing platforms including website CMS, SEO/SEM best practices, email marketing, marketing automation, paid media, content marketing and social media channels.
- Working knowledge of web design principles, best practices, and content management platforms such as WordPress
- Experience with analytical tools such as Google Analytics
• Experience with Google Grants
• Experience working with CRM systems
• Ability to work in a challenging, fast-paced environment
• Ability to demonstrate initiative, establish priorities, and meet deadlines
• Ability to work a flexible schedule including some weekends as needed

Education and Experience
• Bachelor’s degree in marketing, communications, web development, or related field.
• 5+ years of experience in digital marketing.
• Other combination of education/experience appropriate to the job will be considered

Please submit resume, with cover letter to the Director of Marketing and Communications, Sharon Elliott. sharon.elliott@btarboretum.org.