Position Title: Graphic Designer & Multimedia Specialist
Reports To: Director of Marketing and Communications
Job Category: Full-time, exempt
Salary: $55,000 plus a comprehensive benefit package, which includes medical, dental, vision, 401(k) retirement plan, paid holidays, and PTO

JOB DESCRIPTION

We are seeking a versatile and creative Graphic Designer & Multimedia Specialist to join our team. This role will be instrumental in visually communicating the Arboretum's mission, values, and messaging to our diverse audiences across various platforms and mediums. This includes graphic design, photography, and videography.

Duties and Responsibilities

- Design and produce a range of promotional materials, including brochures, banners, posters, signage, and digital content.
- Create engaging graphics, photos, and videos for use on our website and social media platforms, promoting events, membership, donations, education programs, and research.
- Photograph the Arboretum’s collections, landscapes, events, and activities for promotional use, documenting the changing seasons and showcasing the diversity of our plant collection.
- Produce, shoot, and edit compelling video content that tells the story of the Arboretum.
- Work closely with our education, development, and horticulture teams to create visual content that highlights our plants, collections, and landscapes.
- Collaborate with the marketing and communications team to develop and execute a consistent brand identity.
- Manage multiple projects simultaneously, ensuring all deliverables are high quality and on time.
- Coordinate with external vendors for printing and production needs as necessary.
- Stay current with industry trends, technologies, and software to bring innovative ideas to our design and multimedia work.

Required Knowledge, Skills, and Abilities

- Bachelor’s degree in graphic design, multimedia production, or a related field.
- At least 3 years of experience in graphic design, photography, and videography.
- Proficiency in Adobe Creative Suite, particularly Illustrator, Photoshop, InDesign, and Premiere Pro or similar video editing software.
- Demonstrable skills in photography and video production, including shooting and editing.
- Strong portfolio demonstrating creativity and proficiency in various graphic design and multimedia areas.
- Familiarity with web design and content management systems.
- Excellent communication and collaboration skills.
- Ability to manage multiple projects and meet deadlines.
- Ability to work both independently and within a team.
- Able to work flexible hours including occasional nights, holidays, and weekends.
- Ability to work onsite 2-3 days/week.

Boyce Thompson Arboretum (BTA), an independent non-profit organization, is located just outside of Phoenix, Arizona. At 372 acres, it is the largest and oldest botanical garden in the state of Arizona, and holds a collection of 4,030 taxa and 30,000+ plants. The Arboretum brings together plants from the world’s varied deserts and dry lands, displaying them alongside native Sonoran Desert vegetation in the stunning Superstition Mountains. BTA is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. www.btarboretum.org.

To Apply: Please submit your resume, design portfolio, and samples of your photography and videography work to Sharon Elliott, Director of Marketing and Communications at sharon.elliott@btarboretum.org.