MARKETING AND COMMUNICATIONS COORDINATOR

JOB TITLE: Marketing and Communications Coordinator  
REPORTS TO: Marketing and Communications Manager  
STATUS: Full-Time (Hourly), Non-Exempt Position.  
COMPENSATION: $19.00/hour + Benefits

THE POSITION

Lan Su is looking for a collaborative and results-driven Marketing and Communications Coordinator to join our Culture & Community Engagement Team. The position will work closely with the Marketing and Communications Manager to develop and execute marketing and communications plans that align with Lan Su’s mission, vision, and values, while cultivating a positive, external brand for the organization. An ideal candidate possesses excellent communication skills and thrives in a team-oriented organization culture. The Marketing & Communications Coordinator assists the team with planning, creating, and implementing communications, including print, electronic, and web advertising, collateral, and other assignments.

PRIMARY RESPONSIBILITIES

• Assist in the development of effective communication strategies for Equus Workforce Solutions and program partners to increase awareness of available workforce services in the community.
• Assist Marketing and Communications Manager to build effective communication strategies to promote Lan Su Chinese Garden’s mission, organization branding, visitorship, membership, and community support.
• Support the team with organizational messaging, content development and production of electronic and print communication products, including all advertising, collateral, donor & member communications, website, E-newsletter, and social media.
• Support the team by developing specific media, outreach and marketing assets for key programs and events.
• Produce and update educational materials such as visitor guides, signages, and mobile applications etc.
• Assist Marketing and Communications Manager to organize and archive all organizational digital and print assets.
Skills and Qualifications

- Bachelor’s degree in marketing, business, related field or equivalent experience.
- Excellent written and verbal communication skills.
- 1-2 years of experience in marketing and communication.
- Metrics-driven marketing mind with eye for creativity.
- Proficiency with online marketing and social media strategy.
- Experience with web content management and communications.
- Basic photography skills required.
- Basic film editing skills preferred.
- Knowledge of Chinese culture and Mandarin language skills highly desired, but not required.

Other requirements of this position:

- Able to sit and type for extended periods of time (more than one hour).
- Be able to lift 40 lbs.
- Available to work weekends and evenings as the garden activities dictate.
- Stand and bend for more than 30 minutes at a time (event work).

Lan Su encourages and seeks out candidates of diverse background and experience.

POSITION SCOPE

This is a full-time, hourly position with a regular Wednesday-Sunday schedule.

COMPENSATION & BENEFITS

Lan Su is offering an hourly rate of $19.00, with a regular Wednesday-Sunday work schedule.

This position is eligible for the following benefits: Employer Paid Kaiser Health and Dental Insurance for employee only coverage, Employer-paid Group Life/ADD and short-term disability insurance, vacation time accrual, sick time accrual, holiday pay or accrual of floating holiday if you are scheduled to work on a recognized paid holiday, Garden Shop & Teahouse staff discount, 401K Participation and Employer match, Friend-Level Membership to Lan Su Chinese Garden, Complimentary gym access to the workout facility in the administrative office building, and complimentary access to reciprocal venues through Portland.

TO APPLY
Please submit a cover letter, resume, and three (3) references via email to lansuhr@lansugarden.org. Please also direct any questions regarding this job opening to lansuhr@lansugarden.org. Phone calls regarding this position will not be accepted at this time.

Lan Su Chinese Garden is committed to maintaining an environment where employees contribute to the organization’s achievement, take pride in the results of their work, are appreciated as individuals, and are encouraged to develop to their fullest extent. Lan Su is an Equal Opportunity Employer. It is our policy that employees will not be discriminated against in the terms and conditions of employment because of race, color, religion, sex, national origin, age, marital status, sexual orientation, disability, or any other classification protected by law.