



JOB TITLE: Marketing Coordinator

REPORTS TO: Marketing & Communications Manager

POSITION STATUS: Full-time, benefitted, Non-exempt, On-Site

LOCATION: Lan Su Chinese Garden, Portland, Oregon

COMPENSATION: \$20.00/hour

Lan Su Chinese Garden's mission is to cultivate an oasis of tranquil beauty and harmony to inspire, engage, and educate our global community in the appreciation of a richly authentic Chinese culture.

About Lan Su Chinese Garden:

Lan Su Chinese Garden is one of Portland's greatest treasures and most interesting sites to see. A result of a collaboration between the cities of Portland and Suzhou—our sister city in China's Jiangsu province that is famous for its beautiful Ming dynasty gardens—Lan Su was built by Suzhou artisans and is one the most authentic Chinese gardens outside of China.

Lan Su may have the purposeful career you have been wanting to grow with this position scope:

Lan Su Chinese Garden is seeking a motivated and detail-oriented Marketing Coordinator to support the development and implementation of Lan Su's marketing and communications efforts. Working as part of the Experience Department, this role helps promote Lan Su, attract visitors, support membership and donor engagement, and strengthen Lan Su's public image. The Marketing Coordinator assists with creating and distributing mission-driven, culture-inspired content across broadcast, print, digital platforms, ensuring consistent and engaging storytelling that reflects the spirit of Lan Su.

MAIN RESPONSIBILITIES

Objectives: The Marketing Coordinator will support and work with the Marketing & Communications Manager on varying projects to assist with the outreach and promotion efforts for Lan Su's events, cultural campaigns, membership, and organizational initiatives to help raise brand awareness and attract visitors to Lan Su.

Job Duties

- Collaborate closely with the Marketing & Communications Manager to develop and implement comprehensive content that tells Lan Su's stories and enhances our brand identity.
- Support the creation, design, and management of both digital and print marketing materials, including advertisements, collateral, visitor resources, website, and social media.
- Capture, edit, and highlight key Lan Su moments—such as milestone events, cultural programs and festivals, plant collections, teahouse experiences, and art exhibits—through photography, videography, and graphic assets.
- Assist in tracking, analyzing, and reporting on key performance indicators to evaluate the success of in-house marketing initiatives, including social media growth, website traffic, email engagement, and media coverage.



- Assist in managing, editing, and monitoring public-facing communications channels, including the organization's official website, social media platforms, e-newsletters, and mobile app.
 - Software may include Canva, Adobe Creative Suite, MailChimp, WordPress, and other common marketing tools.
- Collaborate with people and partners of diverse ages, backgrounds, and experiences in a friendly and professional manner.
- Follow best practices to help organize and archive digital and print assets/media.
- Support execution of larger cultural campaigns, e.g. Lunar New Year
- Other duties and projects as assigned.

You may not have everything needed. Perhaps you have a strong combination of experience, technical, academic skills, and passion in the following areas:

- Bachelor's degree in marketing, communications, graphic design, or a related field, or comparable professional experience
- A minimum of one year of experience in marketing, copywriting, social media, and/or graphic design, preferably for a non-profit or community-based organization.
- Excellent written and verbal communication skills, including working with people of diverse ages, backgrounds, and experiences.
- Proficiency in Canva and Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro) for graphic design.
- Proficient skills in photography and video editing, such as Canva and CapCut.
- Proficiency in WordPress or similar website design / content management software.
- Basic experience and understanding of web content management, SEO, and web design best practices.
- Strong knowledge of digital marketing, social media strategy, and e-newsletter platforms such as Mailchimp.
- Proficiency in utilizing Chinese social media platforms, including WeChat, Weibo, TikTok, and XiaoHongShu (The Red Note), is strongly preferred.
- Strong multitasking abilities and attention to details.
- Ability to thrive in a collaborative, team-oriented environment.
- Familiarity with Chinese culture and language, or a willingness to learn.
- Commitment to professional and personal development through organizational training opportunities.

Other requirements of this position:

- Able to sit and type for extended periods of time (i.e. more than one hour).
- Stand and bend for more than 30 minutes (e.g. event work).
- Able to lift approximately 20 pounds on occasion.
- Available to work weekends and evenings as Lan Su activities dictate.

For your personal well-being, Lan Su offers: (Full-time, fully benefited positions)

- Beautiful garden environment with areas to walk and enjoy an oasis of tranquil beauty.
- Employer Paid Health and Dental Insurance for employee-only coverage.
- Employer-paid Group Life/ADD and short-term disability insurance.



- Vacation time accrual.
- Sick time accrual.
- One (1) Personal Floating Holiday per year.
- Holiday pay or accrual of floating holiday if you are scheduled to work on a recognized paid holiday.
- Garden Shop & Teahouse Discount.
- 401K Participation and Employer match.
- Complimentary Family & Friends Membership to Lan Su Chinese Garden.
- Complimentary gym access to the workout facility in the administrative office building.
- Complimentary access to reciprocal venues throughout Portland.

We look forward to hearing from you, just follow these few steps to send your information to us: Please submit a cover letter, resume, and three references to lansuhr@lansugarden.org. In the email subject line, please put “Marketing Coordinator.” Please do not call or drop by in person regarding this role.

Lan Su Chinese Garden is committed to maintain 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.