Garden Overview

Mission
Lewis Ginter Botanical Garden’s mission is connecting people through plants to improve communities.

Vision
Lewis Ginter Botanical Garden, including the Lewis Ginter Nature Reserve, reveals the unity and integration of human and plant life, celebrates the fundamental significance of the natural world, and enriches communities through horticultural and educational excellence and innovative outreach activities.

Values
Responsibility, Innovation, Integrity, Hospitality and Inspiration

Founded in 1984, Lewis Ginter Botanical Garden is a nonprofit garden located in Richmond, Virginia’s Lakeside neighborhood. The Garden encompasses 82 acres, four lakes, 5,500 unique taxa of plants within 15 distinct outdoor gardens, 11 major buildings including a conservatory and greenhouse, plus an 80-acre branch site, the Lewis Ginter Nature Reserve. Annually, Lewis Ginter engages over 17,000 students in innovative and exciting education programs. This cadre of identified learners is just a fraction of the more than 400,000 annual visitors to the Garden. In recent years, the Garden has been honored with inclusion in several top ten lists for botanical gardens in North America.

Lewis Ginter Botanical Garden is an Equal Opportunity Employer. We do not discriminate on the grounds of race, color, religion, sex, age, disability or national origin in the hiring, retention, or promotion of employees. We support the diversity and inclusion policy adopted by The American Public
Gardens Association: to create an equitable, diverse and inclusive culture where the contributions of all community members are valued, respected and appreciated.

We do this through a broad variety of mission-related activities and enterprise business services. We try to pattern ourselves on extraordinary programs and institutions nationwide, and where there are no examples, we intend to lead. We aspire to be a Garden that is representative in every way of the diverse community we serve.

**Job Description**

Under the direction of the Public Relations and Marketing Director, the Visual Media Specialist’s primary focus is protecting the Garden’s visual identity by creating and assisting with graphic design and communications to achieve consistency with Lewis Ginter Botanical Garden’s brand.

The visual media specialist will also assist with content development for social media, website, and digital and print communications in support of the Garden’s initiatives, goals and communication efforts.

The individual may be called on to meet with reporters and photographers, write press releases, post to community calendars and other public relations tasks as needed in support of Director of Public Relations and Marketing. Working with the Garden’s advancement team, the individual will insure sponsors are properly recognized per sponsorship agreements.

**Responsibilities**

**Graphic Design: Background:** The Garden has an extensive 44-page brand standards manual. Implementation of the brand began in 2018 and will continue under the guidance of this position. The Visual Media Specialist will work with the Garden’s advertising agency, which developed the brand and produces creative for the Garden’s advertising campaigns and most external publications.

The Visual Media Specialist will:

- Be responsible for helping to maintain the Garden’s brand standards
- Use Adobe Creative Suite to develop graphics and materials for print and digital use; including but not limited to signage, flyers, brochures, website, and social media
- Manage resources and information, including photos, images and design files
- Work with internal and external audiences to insure Garden-related materials meet established graphic guidelines, including:
  - creating materials and templates for internal Garden needs, such as flyers and signage
  - providing guidance and reviewing materials so that internal Garden departments can create their own materials
  - working with external audiences, including other graphic designers and organizations, to insure proper Garden brand assets are used

**Social Media: Background:** The Garden is known as a leader in social media use among Richmond-area nonprofits. The Visual Media Specialist will be part of a team implementing the Garden’s social media strategy and will:

- Work closely with the Garden’s social media manager on strategy and editorial calendar
- Assist with social media posting and monitoring across all platforms, including but not limited to Facebook, Twitter, Instagram, Google Business, Pinterest, YouTube and LinkedIn
- Post content and monitor social media at least two weekends per month (some content can be scheduled)
• Shoot video and use editing tools to develop engaging content for web and social media platforms
• Contribute to the Garden blog
• Use analytics to gather data and information
• Assist with making sure the Garden website is up-to-date, accurate and optimized for social media use
• Help respond to review sites such as TripAdvisor, Yelp and Google Business
• Provide valuable feedback from constituents and be a key member of the team in event of a crisis situation.

Skills and Abilities

• Experienced user of Adobe Creative Suite (InDesign, Illustrator, Photoshop)
• Proficient in MS Office: Excel, Outlook, Word and Publisher
• Experience with WordPress and Canva
• Knowledge of video and video editing tools preferred
• Ability to protect the brand and work cooperatively with staff of varying degrees of graphics expertise, most of whom are using MS Office and/or Canva to create simple design projects
• Ability to shoot high quality photos and video
• Familiar with all aspects of the major social media platforms used by the Garden: Facebook, Twitter, Instagram, Google Business, Pinterest, YouTube and LinkedIn
• Strong writing skills, including editing, proofing, spelling, grammar and punctuation; knowledge of Associated Press style
• Meets deadlines and exercises good judgement
• Exhibits critical thinking skills and creativity
• Has an understanding of web metrics, SEO/SEM and digital analytics
• Ability to generate, analyze and interpret data
• Attention to detail in a fast-paced and complex environment
• Strong sense of voice with ability to listen, understand, show empathy, kindness and patience

Each employee of Lewis Ginter Botanical Garden

• Must comply with provisions of the current Employee Handbook, all published personnel policies and the requirements of their individual job descriptions
• Must perform all duties in a manner consistent with a public garden serving multigenerational and multicultural individuals, families in accordance with directed practices and procedures
• Must be aware of surroundings and vigilant to threats to the safety of visitors, volunteers, and staff or to security of their property, ensuring that all concerns are reported promptly
• Must report all injuries and incidents immediately and ultimately in writing to supervisor(s) and to Human Resources
• Must ensure compliance with all applicable federal and state laws and regulations
• Must perform other duties as assigned by supervisor

Physical Demands / Working Conditions

• Ability to lift 20-30 pounds intermittently.
• Ability to work outdoors in all seasonal extremes.
• Ability to navigate the Gardens campus in most weather conditions.
• The position requires familiarity with all public areas of the 82-acre property.

Note: Duties described above, other duties and physical demands have been identified as essential functions as required by the Americans with Disabilities Act.
**Education and Experience**

**Required**

- Bachelor’s degree in communication/graphic design or related field
- Three to five years’ experience in public relations, marketing or similar field; experience with nonprofits a plus
- Outstanding design aesthetic with solid understanding of branding and social media marketing
- Experience managing major and multiple design projects
- Ability to maintain extreme attention to detail in a fast-paced work environment
- Ability to solve design problems with alternate design solutions
- Proven track record using social media platforms to generate web traffic

To apply, please submit:

1. Cover letter
2. Resume
3. Three examples of best work showing expertise in visual design and social media. Please provide as pdf attachments or links.