



VOLUNTEER OPPORTUNITY:

Marketing Outreach

LOCATION: San Luis Obispo Botanical Garden, off Highway 1 in El Chorro Regional Park, between San Luis Obispo and Morro Bay

NEED: Volunteers needed to develop and implement marketing and public relations projects for the Garden.



JOB DESCRIPTION: Marketing volunteers are essential for developing outreach materials and advertising to bring new visitors, contributors, members and volunteers to the Garden in order to increase income and carry out the Garden's mission of connecting people and plants. Hours vary.

DUTIES AND RESPONSIBILITIES:

- Develop materials, programs, products and events to attract and retain prospective contributors, members and volunteers
- Promote and communicate the Garden's experience, brand image, and message in all delivery channels
- As part of a Marketing Committee, make recommendations to the Garden Board on areas of marketing and public relations

QUALIFICATIONS AND REQUIREMENTS:

- Experience with marketing and public relations
- Computer skills including Word, Excel, Power Point or the Mac equivalents
- Graphic design skills a plus
- Comfortable speaking about the Garden with people

TRAINING: Specific training will include working with experienced volunteers. A general orientation to the garden and its mission will be provided.

COMMENTS: SLOBG is a non-profit organization that relies on public outreach to bring in new visitors, members and volunteers as we work towards our mission of connecting people with plants.

**For more information contact the Director of Volunteers at
805.541.1400x305 or volunteer@slobg.org.**