



VOLUNTEER OPPORTUNITY:

Online Press Correspondent



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

NEED: Computer savvy person to post upcoming events and workshops on an assortment of online calendars and emailing press releases.

JOB DESCRIPTION: Online Press Correspondents are responsible for distributing Garden event information in a timely manner on the ever expanding number of online calendars for SLO County and beyond, as well as emailing press releases to a list of newspaper, radio and television contacts. Posting and emailing needs to be complete 3 weeks before event. Work requires a computer and internet connection and can be performed at home or in the SLOBG office. Time commitment on a monthly basis would be approximately 8 hours/month.

DUTIES AND RESPONSIBILITIES:

- Communicate with SLOBG Event Coordinators for up-to-date information on Garden events
- Using an existing Excel database, post events online with contacts for community online calendars and email press releases directly to newspaper, radio and television contacts
- Edit event description as needed to fit the requirements of the posting site
- Follow-up on postings to assure they are accurate and to update as needed
- Research new posting opportunities and add them to the existing database

QUALIFICATIONS AND REQUIREMENTS:

- Experienced with computers, home computer ownership a plus
- Attention to detail
- Able to work unsupervised
- Comfortable with editing
- Reliable and organized

TRAINING: An orientation to the existing marketing database and the posting procedures will be provided. A general orientation to the garden and its mission will be provided.

COMMENTS: This is an excellent position for a computer savvy volunteer who likes to work at home and on their own schedule. Wonderful opportunity to learn the basics of press releases and publicity, and a great way to become familiar with the multitude of online resources available for posting events in SLO County.

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