

# Marketing and Outreach Coordinator



## POSITION OVERVIEW

The Japanese Friendship Garden of Phoenix – RoHoEn – is an authentic 3.5-acre Japanese stroll garden with a tea garden and a tea house. This tranquil and beautiful setting features more than 1,500 tons of hand-picked rock, a 12-foot waterfall and koi pond, stone foot bridges and lanterns, and more than 50 varieties of plants.

The mission of the Japanese Friendship Garden of Phoenix is to provide a beautiful place of serenity, peace, education, and cultural engagement.

The Marketing and Outreach Coordinator is responsible for developing and executing marketing and communication strategies to promote the Japanese Friendship Garden. This role involves a wide range of tasks, including social media management, content creation, public relations, event marketing, and graphic design

## COMPENSATION AND BENEFITS

Schedule:	40 hours per week, some weekends and evenings required; occasional remote work opportunities
Wage:	Salary commensurate with experience, \$100.00 monthly cell/internet stipend
Benefits:	40 hours vacation, 40 hours paid sick time
Status:	Full-time, 40 hours non-exempt Eligible to enroll in JFG medical benefits program
Reports to:	Executive Director
Employer:	Japanese Friendship Garden of Phoenix, Inc. 501(c) (3)

## RESPONSIBILITIES

### Marketing and Outreach

- Coordinate with departments across the organization to create and execute program specific marketing plans for events, membership, and development initiatives.
- Develop and implement strategic advertising campaigns that highlight the general Garden and its specific programming.
- Oversee the creation, design, and deployment of all branded collateral, ensuring consistency and quality across all JFG materials.
- Maintain and continuously update the Garden's website to improve content functionality, drive traffic, enhance SEO, and boost search engine ranking through educational content.
- Develop and schedule weekly email newsletters and targeted campaigns that inform and engage subscribers about upcoming events, programs, and Garden news, ensuring alignment with brand messaging and campaign goals.
- Build relationships with media and community organizations, seeking out partnerships, sponsorships, and opportunities for press coverage.
- Develops, maintains and promotes JFG's virtual map and guide through the CultureConnect app and website.
- Maintain an in-depth understanding of social platforms (e.g., Instagram, Facebook, Twitter, LinkedIn, TikTok), adapting content to best practices on each and staying up-to-date on trends and changes.
- Collaborate closely with the Social Media Coordinator and assist in the planning, execution, and monitoring of social media ad campaigns and posts.

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## RESPONSIBILITIES

### Graphic Design

- Closely follow the JFG brand guidelines to uphold and strengthen the Garden's visual identity, ensuring all materials deliver a cohesive message to audiences and are culturally sensitive.
- Create high-quality, on-brand graphics for various platforms, including print materials, digital ads, social media, email marketing, and website content.
- Design and oversee the production of brochures, flyers, event signage, banners, and promotional merchandise.
- Edit and enhance photos and video content as needed.

### General Garden Support

- Assist with Garden-led events as needed
- Other duties as assigned by the Executive Director

## JOB REQUIREMENTS

- Bachelor's Degree (or equivalent work experience) in Marketing, Communications, Journalism, or related field.
- High levels of passion and enthusiasm for Japanese gardens and/or Japanese arts and culture.
- Ability to effectively communicate to a variety of audiences including written and verbal communication, press releases, interviews, social media, photography, and other areas as appropriate for the job.
- Organizational skills and attention to detail, ability to communicate ideas effectively, to prioritize work and meet deadlines, to work independently and in a team, and to manage several projects simultaneously.
- Strong people skills with the ability to build strong business relationships.
- Knowledge of the digital landscape, including current industry and user trends, emerging technologies and standards.
- Ability to thrive with independent work and collaborate on a team.
- Must be able to lift and carry up to 50 lbs. Standing and walking in an outdoor setting is required 50% of the time.

## TO APPLY

Email cover letter and resume as attachments to [info@jfgphx.org](mailto:info@jfgphx.org) with the subject line Marketing and Outreach Coordinator

**Japanese Friendship Garden of Phoenix is an Equal Opportunity Employer and considers all applicants without regard to race, religion, color, sex, gender identity and/or expression, sexual orientation, marital or parental status, age, national origin, veteran status, disability, or any other status protected by law.**