



VOLUNTEER JOB DESCRIPTION
MARKETING & MEDIA RELATIONS ASSISTANT

LOCATION: Brookside Gardens, 1800 Glenallan Avenue, Wheaton, MD 20902-1369

NEED: One or more individuals available year-round to help promote special events at Brookside Gardens.

JOB DESCRIPTION: Brookside Gardens is a nationally known public garden attracting over 400,000 visitors to its facilities 364 days per year. Volunteer assistance is needed to promote Brookside Gardens and its events. Volunteers having experience in any of the duties, responsibilities, and qualifications listed below are needed.

DUTIES AND RESPONSIBILITIES:

- Assist with writing, editing and publishing press releases, media advisories, PSA's, community calendar notices, publications, Facebook postings, and other materials promoting Brookside Gardens.
- Create, assemble and mail publicity for special events and programs.
- Update Plasma Display, Facebook, website as instructed.
- Produce publicity photos of garden functions and events and send to media contacts as requested.
- Assemble and record press clippings
- Dependably meet deadlines.

QUALIFICATIONS:

- Positive attitude, willingness to succeed.
- Proven journalism skills.
- Experience in photography.
- Computer/typing skills using MS Office Suite: Word, Outlook, Excel, PowerPoint, and Publisher; Internet; Facebook and other Social Media tools.

REQUIREMENTS:

- Minimum age of 18 years.
- Ability to communicate effectively.

TRAINING:

- Training on the procedures of writing press releases, media advisories, PSA's, community calendar notices, methods of editing.
- Work directly with the Marketing & Media Relations Manager.

COMMENTS: The programs are interesting and fun, as are the people working on them. We need a special volunteer to improve our event effectiveness with a professional touch in publicity. For more information, call 301-962-1429 or email MCP-GardenVolunteer@mncpps-mc.org.