



BOTANICAL RESEARCH INSTITUTE OF TEXAS
500 E. 4TH Street
Fort Worth, Texas 76102-4060 USA
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www.brit.org email: info@brit.org

Position: Head of Marketing and Public Relations

Summary:

Establish and execute on-going strategic marketing and communications plan for all of the institute's internal and external publics; coordinate institute-wide media coverage and program advertising.

Job Duties:

- Oversee development of all advertising programs, including strategic marketing plans, campaign creative, and media negotiation/placement for general institute promotions and programs
- Supervise the development of media relations and marketing publications and materials, including press releases, press kits, rack cards, brochures, print ads, radio ads, television ads, website ads, and other promotional materials
- Research and develop new methods and venues to publicize the institute
- Oversee the updating of website content and e-communications to constituents
- Manage budgets for marketing and media relations accounts
- Initiate corporate and media sponsorships for exhibitions and programming
- Manage solicitation and negotiation of cross-advertising promotions
- Supervise coordination of on-site advertising for approved vendors
- Other duties as directed

Qualifications:

- B. A. degree in relevant field; minimum two years relevant experience preferably working in print, broadcast, and electronic media or marketing.
- Excellent writing skills
- Excellent verbal communication and interpersonal skills
- Good problem solving and critical thinking skills
- Strong leadership qualities

To Apply:

Email cover letter, resume, and salary requirements to jjones@brit.org or mail to Judy Jones, 500 E. 4th Street, Fort Worth, TX 76102. No phone calls please.