

Position Title: Communications Specialist

Reports To: Director of Marketing & Communications
Status: Full-Time | Exempt Position
Location: West Palm Beach, Florida

GENERAL RESPONSIBILITIES

The Communications Specialist supports Mounts Botanical Garden’s audience engagement, campaign execution, institutional communications, and public-facing messaging through coordinated management of digital communications, social media, editorial content, website communications, and audience engagement initiatives.

This position serves as the Department’s primary editorial and communications coordination role and supports the implementation of strategic marketing campaigns, public communications, and audience engagement initiatives across multiple communication channels.

The Communications Specialist plays a central role in maintaining the Garden’s institutional voice, storytelling, digital engagement, and communication consistency while supporting attendance growth, membership participation, public visibility, fundraising support, and organizational communications.

SPECIFIC RESPONSIBILITIES

Editorial & Communications Coordination

- Writes, edits, and coordinates content for newsletters, website communications, social media, email campaigns, and institutional publications.
 - Supports organizational storytelling and audience engagement initiatives.
 - Maintains communication consistency aligned with institutional messaging and brand standards.
 - Coordinates editorial calendars and communication schedules.
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Social Media & Audience Engagement

- Manages day-to-day social media publishing, audience engagement, and platform coordination.
- Supports implementation of social media campaigns and digital engagement initiatives.
- Monitors audience engagement trends and communication performance.
- Assists with content capture, digital storytelling, and campaign coordination.

Website & Digital Communications

- Maintains website content, event listings, campaign pages, and public information updates.
 - Supports website communication priorities and audience conversion pathways.
 - Coordinates email marketing campaigns, newsletters, audience segmentation, scheduling, and digital communications.
 - Assists with SEO coordination and digital audience engagement initiatives.
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Campaign Support & Marketing Coordination

- Supports implementation of attendance-driving campaigns, membership campaigns, retail promotion, plant sales, and seasonal marketing initiatives.
 - Coordinates campaign timelines, communication schedules, and audience outreach.
 - Assists with KPI tracking, campaign reporting, analytics, and audience engagement measurement.
 - Supports organizational promotional initiatives and public-facing communications priorities.
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Public Relations & Organizational Support

- Assists with media coordination, press release drafting, and public communications.
 - Supports donor communication materials, sponsorship visibility, and organizational promotional initiatives.
 - Maintains coordination with Membership, Development, Operations, Programs, Events, Retail, Nursery, and Visitor Services teams.
 - Supports organizational initiatives through strategic communications and promotional coordination.
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REQUIRED MINIMUM QUALIFICATIONS

Knowledge, Skills, and Abilities

- Strong writing, editing, proofreading, and communication skills.
- Strong understanding of digital communications systems, audience engagement platforms, owned media administration, and campaign coordination.

- Familiarity with WordPress, Constant Contact, social media management tools, Google Analytics, Meta Business Suite, and related communications platforms.
- Working knowledge of marketing automation systems, CRM platforms, analytics reporting, and audience attribution methodologies.
- Familiarity with Canva and basic Adobe Creative Suite workflows beneficial.
- Strong organizational skills and ability to manage multiple communication projects and deadlines simultaneously.
- Knowledge of social media platforms, digital communications, audience engagement, and editorial coordination.
- Ability to maintain communication consistency aligned with institutional messaging and brand standards.
- Ability to coordinate content across newsletters, website communications, social media, and digital campaigns.
- Ability to work collaboratively across organizational departments and public-facing initiatives.

Education and Experience

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, English, or related field preferred.
- Minimum of two (2) years of experience in communications, marketing, editorial content, digital communications, or related roles preferred.
- Experience managing social media and digital communication platforms preferred.

Preferred Qualifications

- Familiarity with email marketing systems, website content management systems, and digital analytics.
- Graphic design, photography, video editing, or visual content experience beneficial.
- Experience working in nonprofit, cultural, tourism, arts, hospitality, museum, or visitor-serving organizations preferred.

WORKING CONDITIONS & PHYSICAL REQUIREMENTS

- Primarily office-based with regular activity throughout the Garden and at public events.
- Ability to work occasional evenings, weekends, and special events as required.
- Ability to manage multiple communication projects and deadlines in a fast-paced environment.

BENEFITS

The Friends of Mounts Botanical Garden offers a competitive benefits package to full-time employees, including health, dental, and vision insurance; paid time off; and participation in a 401(k) retirement plan with a 3% employer match. Additional benefits may include professional development opportunities and other programs supporting employee well-being.

HOURS OF POSITION

- Full-time; exempt or non-exempt depending on experience.
 - Occasional evening, holiday, and weekend work required for events, exhibitions, plant sales, programs, and seasonal initiatives.
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CONDITIONS OF EMPLOYMENT

- Must establish employment authorization and identity at the time of hire.
 - Completion of reference checks required.
 - Completion of a criminal background check before employment is required.
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EQUAL OPPORTUNITY

The Friends of Mounts Botanical Garden is an equal opportunity employer dedicated to a policy of nondiscrimination in employment without regard to race, creed, color, age, gender, gender identity, sexual orientation, religion, national origin, genetic information, disability, or protected veteran status. We welcome applications from all qualified individuals who are authorized to work in the United States, regardless of citizenship status.

HOW TO APPLY

Visit <https://www.mounts.org/careers/> to see the full job description.