

Position Title: Design Specialist

Reports To: Director of Marketing & Communications

Status: Full-Time | Exempt or Non-Exempt Depending on Experience

Location: West Palm Beach, Florida

GENERAL RESPONSIBILITIES

The Design Specialist supports Mounts Botanical Garden’s marketing, communications, audience engagement, and institutional visibility efforts through graphic design, visual communications, digital production, campaign creative development, and brand implementation.

This position serves as the Department’s primary visual communications and creative production role. It is responsible for producing high-quality print and digital materials aligned with organizational campaigns, visitor engagement priorities, and institutional brand standards.

The Design Specialist supports attendance-driving initiatives, membership campaigns, public programs, donor visibility, retail promotion, plant sales, and institutional communications through coordinated visual storytelling and creative execution.

SPECIFIC RESPONSIBILITIES

Graphic Design & Creative Production

- Produces print and digital marketing materials, including advertisements, flyers, brochures, signage, social graphics, email graphics, rack cards, and campaign materials.
 - Develops visual assets supporting institutional campaigns, seasonal promotions, membership initiatives, and public programs.
 - Prepares production-ready files for print and digital distribution.
 - Maintains organized design systems, templates, and creative assets.
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Brand Implementation & Visual Identity

- Maintains visual consistency across all public-facing communications and promotional materials.
- Supports implementation of institutional brand standards and visual identity systems.
- Assists with the development of campaign visual systems and promotional presentation materials.
- Supports consistent visual storytelling aligned with organizational messaging and audience engagement priorities.

Digital Design & Web Support

- Develops graphics and visual content for website, email marketing, and digital campaigns.
 - Supports visual presentation and user experience of audience-facing digital platforms.
 - Assists with digital publishing, online graphics, and visual content coordination.
 - Supports digital campaign execution through coordinated visual communications.
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Campaign & Event Support

- Supports attendance-driving campaigns, membership promotions, plant sales, exhibitions, events, and fundraising initiatives through coordinated visual communication.
 - Produces signage, visitor-facing materials, sponsorship recognition graphics, and event collateral.
 - Assists with photography, content development, and visual storytelling initiatives as needed.
 - Supports organizational visibility initiatives through creative production and campaign support.
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Production Coordination & Department Support

- Coordinates design production schedules and creative deliverables.
 - Supports communication and collaboration across organizational departments.
 - Maintains organized archives of marketing and communication assets.
 - Supports external vendors, printers, photographers, videographers, and specialized creative service providers as needed.
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REQUIRED MINIMUM QUALIFICATIONS

Knowledge, Skills, and Abilities

- Strong graphic design, visual communication, typography, and layout skills.
- Strong proficiency in Adobe Creative Suite products, including InDesign, Photoshop, Illustrator, and related creative software.
- Familiarity with Canva, digital asset management workflows, and multi-platform content production.
- Familiarity with WordPress, digital publishing systems, and web content presentation is beneficial.

- Understanding of visual storytelling, social media graphics, email graphics, and audience-facing digital communications.
- Ability to produce both print and digital marketing materials in a fast-paced environment.
- Ability to manage multiple creative projects, deadlines, and production schedules simultaneously.
- Ability to maintain visual consistency aligned with institutional brand standards.
- Ability to work collaboratively across organizational departments and campaign initiatives.
- Strong organizational skills and attention to detail.

Education and Experience

- Bachelor's degree in Graphic Design, Visual Communications, Marketing, Digital Media, or related field preferred.
- Minimum of two (2) years of graphic design, visual communications, or creative production experience preferred.
- Experience designing for both print and digital platforms.

Preferred Qualifications

- Familiarity with website content management systems, digital publishing, and visual content coordination.
 - Photography, video editing, motion graphics, or web experience beneficial.
 - Experience working in nonprofit, cultural, tourism, arts, hospitality, museum, or visitor-serving organizations preferred.
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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 design projects and production deadlines in a fast-paced environment.
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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.