

**Position Title: Director of Marketing & Communications**

Reports To: Executive Director

Status: Full-Time | Exempt

Location: West Palm Beach, Florida

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**GENERAL RESPONSIBILITIES**

The Director of Marketing & Communications serves as the strategic leader responsible for advancing Mounts Botanical Garden’s public visibility, attendance growth, audience engagement, institutional identity, earned revenue support, membership participation, and organizational communications.

This position provides leadership for institutional marketing strategy, campaign development, audience growth initiatives, public-facing communications, digital engagement, and brand stewardship across the organization.

The Director is responsible for aligning marketing efforts with organizational priorities and ensuring that the Garden’s public identity, messaging, campaigns, and communications support institutional goals, the visitor experience, membership growth, fundraising, and overall public visibility.

The Director leads a collaborative Marketing & Communications Department that functions as both a strategic growth engine and the central steward of the Garden’s institutional voice and public-facing identity.

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**SPECIFIC RESPONSIBILITIES**

**Strategic Marketing & Campaign Leadership**

- Develops and oversees annual and seasonal marketing strategies aligned with organizational goals
  - Leads attendance-driving campaigns, audience growth initiatives, and revenue-supporting promotional efforts
  - Oversees campaign planning, audience targeting, and marketing prioritization
  - Establishes and evaluates campaign KPIs, attendance goals, and performance metrics
  - Leads monthly marketing planning and campaign coordination
  - Aligns marketing initiatives with organizational priorities, seasonality, and operational capacity
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**Brand Management & Institutional Messaging**

- Oversees institutional brand standards, messaging, tone, and public-facing communications consistency
  - Defines organizational communication priorities and institutional positioning
  - Ensures alignment of messaging across marketing, membership, fundraising, programs, events, retail, and visitor services
  - Protects and strengthens the Garden’s institutional identity and public reputation
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### **Audience Engagement & Digital Communications**

- Oversees digital marketing strategy, social media direction, email marketing, and website communication priorities
  - Guides audience engagement initiatives and public communication efforts
  - Oversees website strategy, digital conversion pathways, and audience engagement objectives
  - Evaluates digital analytics, audience trends, and campaign performance
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### **Public Relations & Institutional Visibility**

- Leads institutional public relations strategy and media engagement
  - Oversees media and influencer relationships, press communication, and public visibility initiatives
  - Supports organizational storytelling and institutional positioning
  - Coordinates visibility efforts aligned with tourism, community engagement, and organizational priorities
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### **Membership, Revenue & Organizational Support**

- Supports membership growth, visitor engagement, retail promotion, special events, and revenue-generating initiatives through coordinated marketing strategy
  - Collaborates with Development on donor communications, sponsorship visibility, fundraising campaigns, and institutional storytelling
  - Supports organizational initiatives through strategic communications and promotional coordination
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### **Department Leadership & Coordination**

- Supervises Marketing & Communications Department staff and external creative or marketing support services
  - Coordinates workflow, priorities, and campaign scheduling across the Department
  - Maintains active coordination with Operations, Guest Services, Membership, Development, Programs, Events, Retail, Nursery, Horticulture, and Executive Leadership
  - Ensures Department resources remain focused on major institutional priorities, including attendance-driving campaigns, revenue-supporting initiatives, audience growth strategies, seasonal promotions, membership and fundraising support, and high-impact organizational communications initiatives
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### **Analytics, Reporting & Accountability**

- Oversees marketing performance reporting, KPI tracking, and campaign evaluation
  - Evaluates attendance trends, engagement performance, and campaign effectiveness
  - Develops strategic recommendations based on organizational performance and audience behavior
  - Supports compliance with grant, sponsorship, Cultural Council, TDC, and public funding communication requirements
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## **REQUIRED MINIMUM QUALIFICATIONS**

### **Knowledge, Skills, and Abilities**

- Strong knowledge of marketing strategy, campaign development, audience engagement, and institutional communications
- Strong working knowledge of digital marketing systems, analytics platforms, audience attribution tools, owned media administration, and campaign performance reporting
- Familiarity with marketing automation systems, CRM platforms, email marketing systems, website content management systems, and audience segmentation tools
- Working knowledge of WordPress, Constant Contact, Google Analytics, Meta Business Suite, and related digital marketing and reporting platforms
- Familiarity with Adobe Creative Suite, Canva, and collaborative digital content workflows.
- Strong understanding of digital marketing, audience analytics, social media strategy, brand management, and campaign performance evaluation
- Ability to lead complex marketing initiatives and manage multiple campaigns simultaneously
- Ability to analyze organizational performance metrics and translate data into strategic recommendations
- Strong leadership, organizational, communication, and project management skills
- Ability to work collaboratively across departments and maintain alignment between organizational priorities and public-facing communications
- Ability to supervise staff, vendors, freelancers, and external creative or marketing partners.

### **Education and Experience**

- Bachelor's degree in Marketing, Communications, Public Relations, Business, Journalism, or related field preferred
- Minimum of five (5) years of progressively responsible experience in marketing, communications, audience development, tourism, public relations, or related leadership roles
- Demonstrated experience leading strategic marketing campaigns and organizational communications initiatives

### **Preferred Qualifications**

- Experience working in nonprofit, cultural, tourism, hospitality, arts, museum, garden, or visitor-serving organizations
  - Experience with audience analytics, CRM systems, digital advertising, and campaign performance reporting
  - Experience supervising staff, creative teams, agencies, or external marketing vendors
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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 move throughout the Garden campus and event spaces
  - Ability to manage multiple projects and 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.

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### **HOURS OF POSITION**

- Full-time; exempt position
- Occasional evening, holiday, and weekend work required for events, exhibitions, plant sales, programs, and seasonal initiatives.

## **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.

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## **HOW TO APPLY**

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