



Marketing & Communications Manager Job Posting

The mission of the Houston Botanic Garden is to enrich life through discovery, education, and the conservation of plants and the natural environment. HBG is building an organization and a staff to welcome visitors to a world-class botanic garden in 2020 and inspire people to love plants and be good stewards of the natural world.

The Houston Botanic Garden is seeking a Marketing & Communications Manager to advance HBG's mission by developing, implementing and managing marketing, advertising and public relations efforts and activities that drive awareness, membership and visitation to the Houston Botanic Garden, through grassroots, digital, social media, print, and digital publications. The Manager will help communicate and implement the strategic vision and priorities for marketing and communications, and will manage the annual plan, calendar, and budget allocated to accomplish the vision. The Manager will be responsible for continuously evaluating the effectiveness of marketing and communications efforts and recommending adjustments for future plans and efforts. The Manager will work in close collaboration with the entire HBG team and report directly to the Vice President of Development & Marketing.

The ideal candidate is passionate about plants, nature, and horticulture with a creative and strategic approach to exploring ways for HBG to connect with and impact visitors, while having the technical expertise, business savvy and ability to implement marketing, communications, and public relations efforts, manage a budget, and measure return on investment in marketing activities. S/he will also bring the appropriate professional demeanor, an optimistic attitude, and be adept at vendor and consultant relationships. Houston Botanic Garden is seeking a team of professionals who enjoy working in a dynamic and growing organization.

Main Job Responsibilities

- Develop, recommend, implement, manage, and measure effectiveness of strategies for marketing, advertising and public relations to drive awareness, membership and visitation to the Houston Botanic Garden, through grassroots, digital, social media, print and digital publications.
- Oversee the production of all marketing and communications materials, helping to establish and maintain a high quality brand/logo/graphic identity image.
- Manage HBG's digital presence, including digital marketing campaigns, social media platforms, and the website; includes overseeing the launch of a new website to coincide with the Garden grand opening.
- Staff relevant board committees.
- Support fundraising, membership and programming efforts through creation of all collateral and communication pieces.
- Field all press requests and manage partnerships with print, digital, TV, radio outlets. Track and archive the Garden's media coverage.

- Maintain and manage HBG’s digital library and collateral inventory (includes all photography and videos, print collateral, and branded items).
- Develop thoughtful, targeted stories and press releases to promote HBG for various audiences.
- Produce HBG’s newsletters.
- Manage outside contractors (e.g. public relations, marketing and graphic design consultants, printers, website developers, videographers, photographers, copy editors, etc.) as necessary to implement HBG marketing and communications initiatives.
- Design and administer member (and visitor) surveys; analyze and prepare reports with relevant data that may inform marketing and other service-delivery decisions.
- Review and analyze all marketing and communication efforts for effectiveness.
- Create and maintain HBG marketing, PR, and social media calendars.
- Other duties as assigned.

Education and Experience

- Bachelor’s degree in related field required.
- Minimum of 3 - 5 years of marketing and communications experience, preferably in a cultural institution.
 - Experience in a membership organization a plus.
 - PR experience a plus.
- Excellent interpersonal, verbal and written communication skills.
- Excellent attention to detail and follow-through.
- Demonstrated budget management proficiency.
- Maintain a professional demeanor and attitude, meet deadlines, and maintain a high level of confidentiality.
- Ability to multi-task in a fast-paced, creative environment and to work well under pressure.
- Exceptional diplomacy skills and sound judgment.
- Computer proficiency essential; Proficiency in Microsoft Office and InDesign are required.

Benefits

Health insurance and retirement savings match available.

Application Procedure

Interested candidates should send a signed cover letter and resume to HR@HBG.org. We will contact those candidates who most closely match our requirements. Thank you for your interest.