

MARIE SELBY BOTANICAL GARDENS

Position Description

Position: Marketing Manager
Reports to: Vice President for Strategic Communications
Status: Full-time / Exempt

POSITION SUMMARY

In collaboration with the Vice President for Strategic Communications, implements marketing and communications efforts that publicize and promote Selby Gardens' exhibitions, scientific research, and activities at the Downtown Sarasota and Historic Spanish Point campuses to a wide variety of audiences.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Responsibilities include, but are not limited to the following:

Website, social media, and online brand management

- Manage and improve Selby Gardens' digital presence and engagement across its website, blog, social media channels, and third-party review platforms
- Manage website updates and maintenance, currently using WordPress
- Keep abreast of and implement programs for increasing search engine optimization and best practices for websites

Content development and management

- Primary manager for the development of marketing content including email communications and social media posts
- Manage email-marketing and social-media content calendars
- Partner with subject matter experts throughout the organization to develop content for placement in various earned and owned channels
- Create various forms of content, including written, video, and graphics, for distribution
- Manage review process for content

Digital campaign management and optimization

- Create, edit, and deploy marketing campaigns according to communications calendar
- Maintain calendar for digital campaign deployment
- Create distribution lists in marketing distribution platforms
- Manage data, including subscriber lists, for electronic campaigns
- Manage review process for digital campaign content from inception to delivery
- Analyze and measure return on investment and overall effectiveness of existing marketing activities and recommend and implement changes to achieve desired outcomes

Marketing and advertising communications

- Manage advertising efforts, including digital, print, social, and paid editorial placements; maintain and update advertising calendar
- Coordinate and assist with virtual and digital program production, scheduling, and offerings
- Manage advertising production schedules with VP and Director of Creative Services and external vendors
- Manage process for updating printed collateral materials

Public Relations

- Assist with local PR inquiries and media requests for images, tours, and information
- Maintain media distribution list
- Assist in compiling press kit materials
- Track and monitor media coverage
- Compile lists of upcoming exhibitions, programs, and events and develop other information briefs for media as needed

Administrative responsibilities

- Respond to external inquiries related to media, sales, and promotions on behalf of the department
- Represent the department as needed at various internal meetings and external events

Other duties as assigned

EDUCATION AND EXPERIENCE

- Bachelor's degree in marketing, communications, or journalism
- Minimum of three-years' experience in related field

QUALIFICATIONS

- Must be fluent in marketing technology and able to learn new systems quickly
- Experience with WordPress or similar CMS, Google Analytics, Google AdWords, Campaign Monitor
- Experience with Adobe Creative Suite including InDesign and Premiere
- Excellent verbal and written communication skills
- Versatile and strong writer who is able to create compelling content in different mediums (copy writing and longer form writing)
- Detail-oriented, highly organized with superb time management skills
- Ability to work in a fast-paced environment with minimal supervision
- Ability to execute on multiple deadline-driven projects simultaneously
- Ability to recognize confidential information and to handle appropriately

EXCELLENT INDICATORS OF A SUCCESSFUL SELBY GARDENS' TEAM MEMBER INCLUDE

- Strong work ethic
- Continuous and eager learner

- Actively lives and communicates the mission of Selby Gardens
- Passion to deliver exceptional service to internal and external customers through attention to detail and innovative methods of saying “thank you”
- Regularly offer innovative approaches to old concepts
- Flexibility and ability to switch gears when needed
- Resourceful, creative, and an initiative taker
- Assumes the best of others
- Approachable, kind, and compassionate
- Genuine authenticity

DIVERSITY AND INCLUSION STATEMENT:

Marie Selby Botanical Gardens is committed to fostering, cultivating, and preserving a culture of diversity and inclusion. Our human capital is the most valuable asset we have. The collective sum of the individual differences, life experiences, knowledge, inventiveness, innovation, self-expression, unique capabilities and talent that our employees invest in their work represents a significant part of not only Selby Gardens’ culture, but our reputation as well.

We embrace and encourage our employees’ differences in age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics that make our employees unique.