

JOB DESCRIPTION

Position Title: Manager, Marketing & Communications
Written By: Molly Maddox, Director of Development & Communications
Position Reports to (Title): Director of Development & Communications
Effective Date: November 2020
Department: Marketing & Communications
Exempt/Non-Exempt: Full time, Exempt

1. Position Summary

Reporting to the Director of Development & Communications, the Manager will focus on a comprehensive marketing plan for all aspects of the Garden, audience development, institutional brand and identity, and results-driven impact visitor engagement, earned income and contributions.

The Manager will develop and oversee execution of a strategy to establish greater visibility for Powell Gardens locally, regionally, nationally and internationally; fully focus on implementation of the Gardens' marketing, communications and sales plan; and actively engage in business development in rentals, group tours, membership, annual giving, fundraisers, products and admission. He/she will be responsible for implementing components of the 2019-2022 Strategic Plan as well as a key collaborator in calendaring, coordinating and planning for all programming and events at Powell Gardens.

2. Essential Functions

Marketing

1. Provide leadership in the continuous evaluation of short and long-term strategic marketing objectives and success
2. Develop, implement and continuously assess a comprehensive marketing plan for Powell Gardens'
3. Ensure credibility of marketing initiatives by providing timely and accurate analysis
4. Provide input and insight into policy and process development to better utilize the organization's resources
5. Advise and evaluate on impact of long-range planning and new programs and strategies
6. Assimilate information across disciplines and departments to provide leadership and support in decision making
7. Develop, manage and monitor the Marketing budget; prepare projections, justifications and other documentation; focus on return on investment for every dollar spent
8. Keep abreast of research and trends in marketing
9. Direct oversight of all website, social media, digital marketing, graphic design and branding associated with the Gardens

Public Relations/Communications

1. Develop promotions to engage new constituents in the happenings at the Gardens
2. Seek opportunities for Powell Gardens staff to share the stories of the Gardens and publicize upcoming events and programs through earned media strategies
3. Lead signage and wayfinding for visitor engagement while at the Gardens
4. Attend internal and external meetings; prepare regular status reports with particular emphasis on metrics of impact and visitor satisfaction.
5. Prepare for various communications needs for internal and external constituencies including crisis management and social media engagement

Development

1. Synthesize the Gardens' messaging to market the Garden's membership program, annual fund and fundraising events including benefits, communication, cultivation and growth
2. Participate in the Capital Campaign's communication strategies and implementation

Technology

1. Effectively utilize the Altru database and other key software systems to track and analyze data to best inform decision-making
2. Optimize the Garden’s website and its features to best engage and convert site visitors.

Supervision

1. Supervise the Coordinator, Marketing & Communications
2. Manage and address employee performance issues as appropriate
3. Hold staff accountable
4. Mentor and coach employees encouraging the highest quality of work and productivity

3. Sphere of Responsibility

Supervision

- Coordinator, Marketing & Communications
- Marketing Board Sub-Committee

4. Internal and External Contacts

Internal: All Powell Gardens employees, Board of Directors, volunteers

External: Media, Vendors, Donors, Clients, Community

5. Consequence of Error

The Manager, Marketing & Communications is the central position managing all brand identity, marketing and messaging for the Gardens. This position sets the tone and tenor of all that is happening at the Gardens and is the “voice” of the Gardens. Failure to successfully execute the duties of this position can result in lost revenue and damaged relationships causing financial hardship on the organization.

6. Experience/Education

Education	A Bachelor’s degree in marketing, communications, public relations or related field. Proven experience with business/sales models to drive revenue
Experience	5+ years of progressively responsible marketing experience 2 years of supervisory experience
Knowledge	Strong understanding of how marketing, communication and sales inter-connect. Proven managerial, problem-solving and planning capabilities Significant engagement in the field with knowledge of best practices, technology and visitor motivations. A mature level of judgment and decision-making in a changing, fast-paced, future-thinking and visitor-centric environment
Communications	Speak, listen and write in a clear, thorough and timely manner Diplomatic and professional Transparent and factual
Core Competencies	Action- Oriented and Nimble Learning Readily takes action on challenges, without unnecessary planning; identifies and seizes new opportunities; displays a can-do attitude in good and bad times; steps up to handle tough issues; learns quickly when facing new situations; experiments to find new solutions; takes on the challenge of unfamiliar tasks; extracts lessons learned from failures and mistakes Balances Stakeholders

Understand internal and external stakeholder requirements, expectations and needs; balances the interests of multiple stakeholders; considers cultural and ethical factors in decision-making process; acts fairly despite conflicting demands of stakeholders

Builds Networks

Maintains relationships across a variety of functions and locations; draws upon multiple relationships to exchange ideas, resources, and know-how; consults with a wide network of internal and external connections; connects the right people to accomplish goals, works through formal and informal channels to build broad-based relationships and support

Collaborates

Models collaboration across the organization; facilitates an open dialogue with a wide variety of contributors and stakeholders; represents own interests while being fair to others and their interests; credits others for their contributions and accomplishments; promotes high visibility of shared contributions to goals

Cultivates Innovation

Moves beyond traditional ways of doing things; pushes past the status quo; continually assesses the market potential of an innovative idea or solution; finds and champions the best creative ideas and actively moves them into implementation; tries multiple varied approaches to innovative ideas; builds excitement in others to explore creative options

Drives Results

Has a strong bottom-line orientation – sets aggressive goals and high standards; persists in accomplishing objectives despite obstacles and setbacks; has a track record of exceeding goals successfully; pushes self and helps others achieve results; pursues everything with energy, drive, and the need to finish

Drives Vision and Purpose and Strategic Mindset

Sees the big picture, constantly imagines future scenarios, and creates strategies to sustain competitive advantage; is a visionary and able to articulately paint credible pictures and visions of possibilities and likelihoods; formulates a clear strategy and maps the aggressive steps that will clearly accelerate the organization toward its strategic goals; talks about future possibilities in a positive way; creates milestones and symbols to rally support behind the vision; articulates the vision in a way everyone can relate to creates organization-wide energy and optimism for the future; shows personal commitment to the vision

Financial Acumen

Develops and manages budgets for assigned areas; reallocates resources as necessary; encourages all to effectively manage expenses and resources; integrates various factors from multiple perspectives to formulate possible outcomes

Interpersonal Savvy

Relates comfortably with people across levels, functions, culture, and geography; acts with diplomacy and tact; builds rapport in an open, friendly, and accepting way; builds constructive relationships with people both similar and different to self; picks up on interpersonal and group dynamics

Managing Change & Improvement

Measures effectiveness in initiating changes; adapts to necessary changes from old methods when they are no longer practical; identifies new methods and generates improvement in the organization's performance

Manages Complexity

	<p>Asks the right questions to accurately analyze situations; uncovers root causes to difficult problems; evaluates pros and cons, risks and benefits of different solution options; readily distinguishes between what's relevant and what's unimportant to make sense of complex situations; analyzes multiple and diverse sources of information to define problems accurately before moving to solutions</p> <p>Manages Conflict Step up to conflicts, seeing them as opportunities; asks questions and listens closely to all issues presented; finds common ground and drives to consensus, ensuring that all feel heard; defuses high-tension situations effectively</p> <p>Optimizes Work Processes Designs processes and procedures that allow managing from a distance; seeks ways to improve processes, from small tweaks to complete reengineering; separates and combines tasks into efficient and simple workflow; thinks about the whole system, focuses efforts on continuous improvement; identifies and seizes opportunities for synergy and integration</p> <p>Plans and Aligns Contributes to key results through execution of job duties; makes sound and timely decisions related to job duties; consults others when appropriate; suggests ways to do the job better</p> <p>Situational Adaptability and Decision Quality Picks up on situational cues and adjusts in the moment; readily adapts personal, interpersonal, and leadership behavior; understands that different situations may call for different approaches; can act differently depending on the circumstances: Makes sound decisions, even in the absence of complete information; relies on a mixture of analysis, wisdom, experience, and judgment when making decisions; considers all relevant factors and uses appropriate decision-making criteria and principles; recognizes when a quick 80% solution will suffice</p> <p>Tech Savvy Anticipates the impact of emerging technologies and makes adjustments; readily learns and adopts new technologies; continually scans the environment for technology breakthroughs; experiments with a wide range of existing technologies while applying new and emerging options that can enhance organizational outcomes; encourages others to learn and adopt new technologies</p>
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7. Work Environment/Physical Requirements

Primarily Monday through Friday, 8 am to 5 pm, but employee must be willing to work longer hours as projects and deadlines require. Must be available to work as required at events or programs. Travel to off-site meetings as required. Able to remain in a stationary position up to 50% of the time; move about inside the office to perform normal duties; move throughout a multi-facility work location

Disclaimer Statement:

Every effort has been made to make your job description as complete as possible. However, this position description in no way state or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other duties requested by their department supervisor.

Accepted By: _____ Date: _____