



Marketing & Communications Manager

Position Type: Full-time employment, average of 40 hours per week. Non-exempt under Fair Labor Standards Act (FLSA).

Description: The Marketing & Communications Manager is a mid-level management position focused on maximizing the creative vision of the Norfolk Botanical Garden while also maintaining day-to-day operational control. This position is responsible for managing daily marketing operations, overseeing graphic design elements & projects, and ensuring brand consistency across all platforms. We are seeking a candidate with professional marketing experience and a strong understanding of Adobe graphic design principles. The ideal candidate is an outgoing, creative thinker who is confident in public speaking and capable of representing our organization through public relations and occasional public appearances. An extremely elevated attention to detail is essential for this position ensuring increased brand awareness and a positive public perception of our organization.

Essential Functions:

- Provide direct support to the Chief Marketing Officer (CMO) to oversee the day-to-day operations of the Marketing department, ensuring the timely execution of key marketing initiatives to support membership, fundraising, and all other promotional efforts.
- Manage and work with the Marketing team to ensure visually compelling digital and print materials, including brochures, signage, social media graphics, website assets, event promotions, and email campaigns are created to maximize the NBG brand & increase audience engagement.
- Collaborate with internal teams to create engaging marketing materials that align with organizational goals, helping to oversee the creation of quarterly publication: Dig and Grow and bi-weekly staff newsletter: The Buzz.
- Manage & work with all NBG departments to update website content, ensuring information and all NBG uniforms, employee materials etc. are accurate, visually appealing, and aligned with NBG branding & current campaigns.
- Work closely with the CMO to ensure the smooth execution of key marketing initiatives to support membership, fundraising, and community engagement goals.
- Manage the development and scheduling of content across digital and print channels and coordinate with external vendors, printers, and contractors for marketing-related projects.
- Support & provide constructive feedback to support the professional development of the Marketing team as a whole, fostering a collaborative and innovative creative environment.
- Assist with Garden festivals and special events including the annual Dominion Energy Garden of Lights if needed and any other duties as assigned.

Essential Physical Functions:

- Ability to move throughout the garden to gather content, film interviews and monitor active events such as festivals, etc.

- Ability to work in an open-office setting utilizing a phone to answer calls and transfer as needed, utilize a computer to communicate via email, internal message and to go online.
- Ability to use a radio to communicate with staff.
- Ability to sit or stand at a desk for up to an 8-hour shift.

Qualifications:

- Minimum of 5+ years of professional work experience in the Marketing, Graphic Design Public Relations, or related fields.
- Must have exceptional verbal & written communication skills and must be proficient in the Microsoft Office suite.
- Must have the ability to adapt to shifting schedules as needed to ensure content is gathered along with the ability to work under pressure to meet tight deadlines.
- BSc/BA in Marketing, Public Relations, Journalism, Communications or related field is highly preferred.
- A working knowledge of the Adobe Suite and graphic design basics including proficient use of the following software would be highly preferred:
 - Photoshop for image editing with an understanding of resolution and color requirements across digital and print projects
 - Page layout experience utilizing InDesign
 - Creating graphics using Illustrator
- Experience with fundraising, and/or donor relations is highly preferred.
- Experience with WordPress and video/photo editing is a plus.
- Knowledge of consumer marketing principles & a familiarity with Associated Press (AP) style is a plus.
- Passion for public gardens, conservation, sustainability, or nonprofit work is a plus.

Benefits:

- Health insurance including an HSA or copay option (NBG pays 70% of individual premium and 65% of dependent/family premium)
- 403(b) retirement plan with discretionary 4% match
- Company sponsored life-insurance coverage.
- Group rates on voluntary benefits such as dental, supplemental medical expense insurance, FSA, DCA, vision, STD, LTD, accident and critical illness.
- Paid vacation, sick leave and holidays.
- Professional development opportunities.
- Staff discounts on programming & giftshop.
- NBG logo wear for work provided.
- EAP services for all employees.

Reports To: Chief Marketing Officer

Equal Employer Opportunity (EEO) statement: NBG is committed to the principles and ideals of equal employment opportunity. It is, and shall continue to be, the policy and practice throughout NBG to foster equal employment opportunity and non-discrimination for applicants,

employees, and volunteers without regard to race, color, sex, religion, national origin, age, marital status, disability status, sexual orientation, gender identity, pregnancy, childbirth or related medical conditions including lactation, status as a veteran, or other protected status, if qualified to perform the essential functions of the job with or without reasonable accommodation.

Send resume and application to: hr@nbgs.org