



**FRIENDS**  
of Birmingham  
Botanical Gardens

**Job Opening**  
**Director of Communications and Marketing**

The Friends of Birmingham Botanical Gardens, the nonprofit, mission-driven membership organization that seeks to protect, nurture, and share the wonders of Birmingham Botanical Gardens, seeks a dynamic **Director of Communications and Marketing** to join our dedicated, energetic team.

As a direct report to the Executive Director and a key member of the Friends' senior leadership team, the Director of Communications and Marketing is responsible for the creation and implementation of a comprehensive and dynamic program that advances the Friends' work in support of the Gardens' mission. Building on many successful activities, this position represents an exciting opportunity to shape the organization's future in a way that attracts and serves diverse audiences; is a part of the Gardens' longstanding tradition of being a place where visitors of all ages and with many varied interests are welcomed; and complements the Gardens' positioning as a community resource and destination of botanical, horticultural, and regional significance.

**Responsibilities:**

Key areas of focus for the Director of Communications and Marketing include:

- Strategic Direction and Planning—in concert with appropriate stakeholders, spearhead the creation of strategic goals and objectives that expand the Friends' reach and impact through participation in programs and events, growing membership and support, increased garden visitation, and enhanced public awareness
- Communications and Marketing—direct, manage, and provide oversight for all communications, marketing, and public relations efforts—internal and external, print and digital—ensuring professionalism, consistency, creativity, and adherence to brand
- Membership—champion an interdepartmental team that is charged with a multi-channel program that drives membership growth, encourages member engagement and renewals, and provides outstanding member service
- Brand and Identity—effectively articulate the Friends' identity, strategic messaging, and quality standards; ensure consistent communication of brand identity, mission, and values
- Department Leadership and Administration—develop work calendars, ensure that multiple projects are executed on time, on budget, and effectively meet goals; foster interdepartmental collaboration and communication; prepare and manage departmental budget; provide supervision and mentoring for Communications and Marketing Associate and manage other full-time and part-time staff in addition to contracted consultants, interns, and volunteers as required.

This position requires a high level of effectiveness in embracing diverse audiences and in interacting with a wide range of partners and stakeholders. The Director of Communications and Marketing will work closely with other Friends staff members, Friends Board and committee members, City of Birmingham garden staff, volunteers, content specialists, media, and other stakeholders in order to carry out his/her duties. Other responsibilities may include leading tours, presenting programs to community groups, assisting with volunteer workdays, staff training, and serving as part of the Friends team in support of major activities such as Antiques at the Gardens, the Spring Plant Sale and other seasonal events.

## **Qualifications:**

### Education and Experience

Bachelor's degree in journalism, communications, marketing, public relations, or equivalent related experience. Minimum of five years' related experience in communications, marketing, or public relations, preferably in the nonprofit/cultural sector. Demonstrated experience to include:

- skills, knowledge, and success in the design and execution of communications, marketing, and public relations activities
- leadership of a high performance team, setting priorities, and managing concurrent tasks with meticulous attention to detail
- overseeing the design, editing, and production of print materials and publications
- proficiency in writing press releases and content for web sites and social media
- developing and managing budgets
- building relationships and negotiating with vendors and media

### Desirable Qualities and Strengths

We are seeking a creative, self-starting, entrepreneurial leader who is well organized, strategic, and analytical. Desirable qualities and strengths include:

- a passion for the power of gardens and gardening as a means to improving people's lives, creating healthy communities, and making the world a better place
- excellent written and verbal communication skills for both internal and external audiences
- innovative, out-of-the-box thinker and creative problem solver
- commitment to forging constructive partnerships and working collaboratively with cross-functional teams
- ability to excel in both strategic and tactical work
- commitment to working collaboratively with varied constituent groups including staff, board members, donors, volunteers, consultants, program participants, and other stakeholders
- excellent computer skills, including content management systems, social media, and e-communications platforms

Some evening and weekend work, depending on operational needs and work in inclement weather is required. Occasional travel may be required.

## **About Birmingham Botanical Gardens**

A facility of the Birmingham Park and Recreation Board, Birmingham Botanical Gardens is the result of a public/private partnership between the City of Birmingham and the nonprofit Friends of Birmingham Botanical Gardens. Located in the heart of Birmingham, Alabama—in one of the United States' most biodiverse areas—this urban oasis encompasses 67 acres featuring two dozen garden spaces that reflect the region's rich and varied terrain and showcase the many plants that thrive in Southern gardens. Each year, the Gardens welcomes more than 330,000 visitors from across the region and around the world, providing both a meaningful connection to nature and a vibrant source of plant, gardening, wellness, and environmental education.

## **About the Friends of Birmingham Botanical Gardens**

Guided by its mission—to protect, nurture, and share the Gardens' countless wonders—the nonprofit Friends of Birmingham Botanical Gardens is dedicated to serving the Gardens; serving the community; serving our visitors; and inspiring a passion for plants, gardens, and the environment. Because funding from the City of Birmingham covers only part of the Gardens' core, day-to-day operating expenses, the Friends plays a critical role in raising funds to supplement the Gardens' operational needs. Annual memberships and donor support also enable the Friends to provide impactful educational programs and outreach, to tell the Gardens' story, and to ensure the ongoing stewardship and enhancement of this beloved community treasure.

For more information, visit [bbgardens.org](http://bbgardens.org).

## **To Apply**

Please email letters of interest with a resume, two writing samples, and additional examples of creative work (videos, photos, graphic design, website, e-newsletter, social campaigns, etc.) **in one pdf** to [careers@bbgardens.org](mailto:careers@bbgardens.org). Position will be open until filled.

Thank you for your interest!

*Posted on December 15, 2022*