

## Marketing Manager

**Reports to:** VP of Philanthropy and Marketing

**Key Relationships:** VP of Guest Experience and Education, Guest Experience Director, President and CEO, Senior Staff

**FLSA:** Full-time, salaried, exempt

**Pay Grade:** 9

**Summary:** The Marketing Manager will plan, oversee, and execute marketing programs that will expand the Gardens' audience and visitation, drive traffic, achieve budgeted goals, and reflect the CMBG brand. They ensure a consistent and integrated customer and brand experience in all marketing materials and across all channels. Direct reports include Digital Marketing & Content Program Manager, Marketing Communication & Project Manager, Freelance Videographer, Webmaster, and Freelance Graphic Designer.

**Essential Functions:** *(This job requires the performance of the following tasks, with or without accommodation. Incumbents may be regularly or occasionally required to assume additional responsibilities or perform additional tasks.)*

- Lead CMBG's marketing program. Build, implement, and manage a dynamic marketing and communications plan annually that supports achievement of all organizational goals. Elevate and integrate educational and conservation messages into our communications to establish our voice and expertise as a resource for all topics related to our mission.
- Responsible for creation, quality control, and delivery of marketing materials across all content formats: print collateral and signs, press releases, presentations, videos, blogs, website, digital advertising and search, organic and paid social, education and campaign materials
- Manage PR and earned media for the Gardens. Prepare key messages and talking points for CEO and others to use when talking to the media.
- Successfully lead, develop, recruit, and inspire marketing staff to collaborate with internal and external partners and achieve strategic goals. Duties include recruitment and selection, scheduling and job assignments, staff development and training, establishing performance goals, providing feedback, and managing performance.
- Own implementation and updating of the style guide. Partner with our freelance design team to ensure brand guidelines are implemented across deliverables.
- Lead a collaborative process to tailor marketing and advertising programs to meet stakeholders' budgeted goals in visitation, guest experience, education program attendance, membership, annual giving, and Gardenshop online sales.

- Utilizing Airtable, build repeatable processes and structure to manage content production and implementation across all communication channels: digital, email, traditional print, and onsite promotion and signage. Ensure process includes stakeholder content reviews.
- Ensure we are tracking and reporting on the appropriate marketing metrics on a monthly basis so that we can monitor and analyze the effectiveness of different marketing campaigns and vehicles.
- Actively engage in efforts to expand guest demographics and our audience. Build positive relationships with CMBG and local community through our marketing and PR so that MidCoast residents see CMBG as a valuable resource in the community.
- Oversee marketing budget, vendor relationships and negotiations, and contracts.
- Participate in the implementation of Gardens-wide initiatives, including Gardens Aglow and other events.
- Promote and foster a culture of teamwork, cooperation, integrity, efficiency, diversity, inclusion, belonging, and respect throughout the Gardens with all employees, supervisors/managers, volunteers, visitors and others.

**Qualifications:**

- BS/BA in marketing or business-related field or equivalent experience required. Advanced degree in marketing preferred.
- 5+ years of marketing management experience. Nonprofit marketing experience a plus.
- Proven success building and following repeatable processes and completing work on agreed-upon timelines. Excellent organization skills. Ability to track multiple projects and prioritize.
- Proven success building and leading a high-functioning, happy, and collaborative teams. Ability to delegate tasks and oversee team's work, holding employees accountable for work performance on the job, and ability to coach and develop employees.
- Track record of meeting or exceeding goals, deadlines, and budgets.
- Excellent verbal and written communication skills.
- Comfortable working with Microsoft Office 365 products. Familiarity with Adobe Creative Suite and other graphic design software a plus.
- Commitment to working across the organization to support the integration of IDEA (Inclusion, Diversity, Equity, and Access) principles into CMBG's internal operations and its relationships with visitors and guests.
- Enthusiasm for plants and the natural world and a commitment to advancing the mission of Coastal Maine Botanical Gardens.

**Work schedule:**

This is a full-time, year-round position. Some night and weekend work is required for special events and during Gardens Aglow. Part-time/intermittent remote work would be considered.

**Physical and environmental factors:**

There are no physical restrictions for this position.  
The incumbent may sit, stand, or walk throughout the day.

This is primarily office work although the incumbent will be exposed to Maine weather in all seasons.

Requires using computer keyboard and occasionally carrying up to 25 pounds.

Requires ability to communicate verbally in person, via zoom, and by telephone.

*This is not necessarily an exhaustive list of responsibilities, skills, duties, requirements, efforts, or working conditions associated with the job. While this job description is intended to be an accurate reflection of the current job, the company reserves the right to revise the functions and duties of the job or to require that additional or different tasks be performed when circumstances dictate (such as emergencies, changes in personnel, work load, rush jobs, or technological developments).*