MARKETING AND COMMUNICATIONS MANAGER

JOB TITLE: Marketing and Communications Manager
REPORTS TO: Senior Director of Culture and Community Engagement
SUPERVISES: Marketing and Communications Coordinator
JOB STATUS: Full-Time, Exempt

POSITION SCOPE

Lan Su seeks a collaborative, results-driven Marketing and Communications Manager to plan, create and execute the organization’s external marketing and communications to deliver visitors to the garden, recruit and retain members, engage donors, and create an external positive image for the garden. As a member of Lan Su’s Culture & Community Engagement Department, the Marketing and Communications Manager creates strategic, mission-driven communications and manages the content, design and implementation of all print, electronic and web advertising, collateral, and other materials with the assistance of the Marketing and Communications Coordinator.

PRIMARY RESPONSIBILITIES

• Work closely with the Sr. Director of Culture & Community Engagement to develop a comprehensive and integrated marketing plan to promote Lan Su Chinese Garden identity, attendance, programming, and membership
• Work with member(s) of the senior leadership team to craft external and internal messaging that stays true to Lan Su’s organizational mission, vision, and values
• Oversee content development and production of electronic and print communication products, including all advertising, collateral, donor & member communications, website, E-newsletter, and social media
• Manage oversight of media and public relation efforts including story placement, media outreach, earned media, and event and program promotion
• Develop specific media, outreach and marketing plans for key programs and events
• Create and monitor the production calendar for design and communication materials for all departments
• Provide data to indicate the success of specific marketing strategies (e.g. followers, web hits, growth in social media reach, media coverage etc.)
• Motivate, manage, coach, and develop the Marketing & Communication Coordinator
• Oversee educational materials such a visitor guides, signages, and mobile applications
• Manage, organize, and archive all organizational digital and print assets
Skills and Qualifications
- Bachelor’s degree in marketing, business, or related field
- Minimum 5 years of experience in a marketing and communications role for a non-profit or community-based organization
- Proven experience developing marketing plans and campaigns
- Strong project management and multitasking skills
- Proficiency with online marketing and social media strategy
- Excellent written and verbal communication skills
- Metrics-driven marketing mind with eye for creativity
- Thrives in a team environment
- Established press and media contacts
- Experience with managing staff, contractors, and organizational budgets
- Experience with web content management and communications
- Experience with Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro)
- Knowledge of Chinese culture and language highly desired or willingness to learn
- Willing to develop professionally and personally through organizational training and development opportunities

Other requirements of this position:
- Able to sit and type for extended periods of time (more than one hour)
- Be able to lift 40 lbs.
- Available to work weekends and evenings as the garden activities dictate
- Stand and bend for more than 30 minutes (event work)

Lan Su encourages and seeks out candidates of diverse background and experience.

COMPENSATION

Lan Su is offering a salary of $53,000-$55,000 depending on the candidate’s qualifications and experience. Lan Su offers health, dental, disability, and life insurance, paid time off, and a 401K matching program.

TO APPLY

Please submit a cover letter, resume, and three (3) references via email to lansuhr@lansugarden.org. Additional writing examples are highly encouraged.

Please also direct any questions regarding this job opening to lansuhr@lansugarden.org. Phone calls regarding this position will not be accepted at this time.
Lan Su Chinese Garden is committed to maintaining an environment where employees contribute to the organization’s achievement, take pride in the results of their work, are appreciated as individuals, and are encouraged to develop to their fullest extent. Lan Su is an Equal Opportunity Employer. It is our policy that employees will not be discriminated against in the terms and conditions of employment because of race, color, religion, sex, national origin, age, marital status, sexual orientation, disability, or any other classification protected by law.