



## Position Description

Position Title: Marketing and Communications Manager

Reports To: Director of Development

Type of Employment: Full Time

Status: Salaried (Exempt, not eligible for overtime)

### **Position Summary**

Tohono Chul is a 49-acre public garden in Tucson, Arizona whose mission is to enrich people's lives by connecting them with the wonders of nature, art, and culture in the Sonoran Desert region and to inspire wise stewardship of the natural world. Founded in 1985, Tohono Chul has been a celebrated destination for locals to global visitors and deemed "One of the World's Ten Best Botanical Gardens" by Travel + Leisure Magazine. We are seeking a creative, organized and team-oriented Marketing and Communications Manager who will be responsible for the creation and implementation of internal and external branding, media, and communication strategies and for the design and implementation of marketing campaigns to promote the garden, events, and services locally, nationally, and globally. This person should bring enthusiasm about celebrating the mission of Tohono Chul, thrive in a fast-paced environment and work collaboratively with an energetic team of staff and volunteers.

### **Primary Responsibilities**

#### Marketing, communications, and public relations

- Develop and lead execution of marketing, communications, and public relations strategies and plans that will enhance Tohono Chul's image, expand membership and generate earned revenue
- Creating and overseeing execution of Tohono's Chul's social media strategy and website design and maintenance
- Create consistent articulation of Tohono Chul's brand, key messages, voice, image, and position onsite and externally
- Prepare and manage the marketing and communications budget
- Conduct and apply demographic and market research
- Leads projects as assigned, such as cause-related marketing, sponsorships, and special events.
- Preparing marketing summaries, annual reports and other communication about marketing and communication progress that would be suitable for Executive Management and Board of Directors
- Develop press releases, speeches and press kits around organizational news

#### Managing and Coordinating

- Establish regular communication and reporting mechanisms with the Director of Development and Executive Director on the execution of marketing and communication strategies and plans
- Coordinate with and oversee the work of the Senior Graphic Designer and marketing and communication volunteers

- Ensure prioritization and effective management within the marketing, communications, and public relations function
- Coach and coordinate with other Tohono Chul departments on visual and verbal communication practices and public relations

Cultivating relationships:

- Cultivate relationships with media and with the attractions and hospitality industry
- Represent Tohono Chul at community events and with media outlets
- Coordinate with the restaurant tenant on marketing and communications

**Qualifications**

Required:

- Minimum of 5 years' experience in marketing, communications, or public relations with demonstrated success
- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications, and public relations activities.
- Strong data analysis, creative problem solving, critical thinking and personal sales skills.
- Demonstrated successful experience writing press releases, making presentations, and negotiating with media.
- Experience overseeing the design and production of social media, websites, print materials and publications.
- Proficiency in Adobe Creative Suite, database management and Microsoft Office
- Commitment to working with shared leadership and in cross-functional teams.
- Strong public speaking, written and active listening skills
- Great project management skills, including time management, goal setting, multitasking and prioritization

Preferred:

- Bachelor's degree in communications, journalism, marketing, public relations.
- Experience working with volunteers
- Knowledge of the art, natural and cultural history of the Sonoran Desert region

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

**Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is



regularly required to walk; stand; and talk and hear. The employee may have to lift and or move up to 10 pounds.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly exposed to outside weather conditions. The noise level in the work environment is usually low.

**Supervision:** This position will supervise our Senior Graphic Designer

### **To Apply**

Submit a resume, a letter of interest, and 3 references to [humanresources@tohonochul.org](mailto:humanresources@tohonochul.org). Tohono Chul strongly encourages people of color, LGBTQ individuals, people with disabilities, and members of under-represented communities to apply. Applications will be considered until the position is filled.