

Yew Dell Botanical Gardens Job Description

Position Title: Public Relations and Marketing Manager

Date: March 2025

Reports to: Director of Development

Classification: Full Time, Exempt

Position Summary: Under the direction of the Director of Development the Public Relations and Marketing Manager is responsible for the development and execution of a comprehensive marketing and communications strategy and annual plan that will support the achievement of the organization's strategic goals. The Public Relations and Marketing Manager will serve as a key external representative of Yew Dell Botanical Gardens at stakeholder meetings, public events, and media appearances. This position will work closely with senior staff to support the vision, goals, and strategy for increasing and diversifying Yew Dell's audience and profile.

Job Responsibilities:

- Create, implement and sustain an organization-wide communications and marketing strategy, encompassing the organization's public voice across internal and external publications, digital platforms and traditional media outlets.
- Build and sustain relationships with the press, public officials, funders, business leaders, and stakeholders to further Yew Dell's impact.
- Assure all print and digital communications consistently reflect Yew Dell's brand in alignment with the organization's values.
- Oversee the design, creation, distribution and inventory of Yew Dell's quarterly newsletters, annual report and other marketing materials as needed to support events, development, and business objectives.
- Oversee and implement electronic and print fundraising communications.
- Manage Social Media and Website Coordinator.
- Effectively manage annual budgets for advertising, marketing and printed materials.
- Be present at Yew Dell events when appropriate.
- Other duties as assigned.

Requirements/Qualifications:

- Bachelor's Degree preferred.
- 3-5 years of experience in comprehensive communications, public relations, and/ or marketing.
- Experience working with media, public and/or government officials.
- Ability to manage projects, organize and complete complex tasks on a timely basis.
- Excellent technology and communication skills.
- Basic graphic design skills including experience with layout/design software, web-based design services and ability to work effectively with contract designers.
- Flexibility and ability to innovate and collaborate to find creative solutions to challenges.
- Self motivated.
- Must be willing to work non-standard hours and Yew Dell events as needed.
- Must have transportation to events, meetings and various functions as required.

To apply send your cover letter and resume to:

Yew Dell Botanical Gardens
6220 Old LaGrange Road
Crestwood, KY 40014

Or email to:

jobs@yewdellgardens.org



YEW DELL BOTANICAL GARDENS™