

GARDENS OF GOLDEN GATE PARK

Position Title: Marketing & Communications Coordinator

Hours: Full-time (35-hour workweek); Hybrid (3 days in office / 2 days Telecommute)

Role Classification: Regular w/ Benefits

Exemption: Exempt

Reports to: Senior Marketing & Communications Manager

Salary: \$65,000 - \$70,000

ABOUT THE GARDENS OF GOLDEN GATE PARK

The mission of Gardens of Golden Gate Park is to connect people to plants, the planet, and each other. Gardens of Golden Gate Park is a public/private partnership between the San Francisco Recreation & Park Department (RPD) and the San Francisco Botanical Garden Society (SFBGS) to jointly operate the Conservatory of Flowers, Japanese Tea Garden, and San Francisco Botanical Garden. A Lease & Management Agreement between RPD and SFBGS, approved by both the Recreation & Park Commission and the Board of Supervisors, sets the terms of the partnership. The agreement is a cooperative management agreement that outlines the roles and responsibilities for each partner. Key areas of responsibility for SFBGS include volunteer engagement, education, visitor experience, philanthropy, membership, marketing, and other functions. RPD is responsible for horticulture and facility management and maintenance, master planning and capital improvements conducted with SFBGS, and other functions. Together, RPD and SFBGS collaborate on collections management within the Gardens.

The Conservatory of Flowers is a national, state, and local landmark and a place of exceptional beauty. Built in 1879, the Conservatory was the first formal structure erected in Golden Gate Park and remains an internationally renowned icon, displaying and cultivating unusual plants to heighten awareness of the pressing need to preserve threatened rainforest environments.

The Japanese Tea Garden is the oldest operating public Japanese garden in North America. This garden provides visitors from around the world with an opportunity to experience the natural beauty, tranquility, and harmony of a Japanese-style garden and was originally created as an exhibit for the 1894 California Midwinter International Exposition.



San Francisco Botanical Garden opened in 1940 and is a 55-acre living museum within Golden Gate Park, showcasing 8,000 different kinds of plants from around the world. San Francisco's oceanic climate with cool dry summers, mild wet winters, and presence of fog allows the Garden to grow a diverse array of species from around the world.

POSITION SUMMARY

The Gardens of Golden Gate Park is poised for exciting growth as we prepare for a major comprehensive campaign to support our new strategic plan. Our recently formed Advancement Team, which combines marketing, communications, and philanthropy, is seeking a Marketing & Communications Coordinator to amplify our presence and impact. This role involves crafting and managing content across various platforms, including social media, email marketing campaigns, our website, and promotional materials, to increase public awareness, revenue generation, program participation, and visitation.

Reporting to the Senior Marketing & Communications Manager, the Coordinator will implement and optimize marketing strategies to support fundraising, earned revenue efforts, and program initiatives. The candidate will ensure consistent branding and messaging, manage website content, and assist in evaluating new marketing tools and strategies. This position requires being a collaborative team player with strong interpersonal skills, and experience in marketing and communications.

PRIMARY RESPONSIBILITIES

- Develop and manage content for social media, website, newsletters, email marketing, and promotional materials across various media, continually ensuring accuracy.
- Ensure all products, services, and other offerings conform to brand identity.
- Grow and engage our social media audience, analyze performance, and assist in evaluating new marketing strategies based on market trends and competitor strategies.
- Execute email marketing campaigns, including newsletters and event announcements.

- Support earned revenue efforts including visitation, fundraising, and program participation through targeted campaigns and communications.
- Collaborate across teams on organizing and tracking content to align with marketing and strategic plan goals.
- Provide administrative support to the Senior Marketing & Communications Manager, including managing project timelines and expectations.
- Represent the Gardens at organizational and community events to boost visibility and enhance our relationships and opportunities across the Bay Area and beyond.

EXPERIENCE & QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- 2-3 years of experience in marketing or communications.
- Strong written and verbal communication skills.
- Exceptional organizational skills with the ability to manage multiple projects.
- Proficiency in managing social media platforms (Facebook, Instagram, Twitter/X, LinkedIn, TikTok) and utilizing management tools (e.g., Buffer).
- Experience in using email marketing tools (e.g., Emma) and website management platforms (e.g., WordPress).
- Proficiency in graphic design tools (e.g., Canva, Adobe Creative Suite) is a plus.
- Demonstrated ability to create compelling content and engage with diverse communities effectively.
- Excellent professional judgment and work ethic.
- Ability to work independently and collaboratively.
- Interest in gardening, sustainability, and environmental issues is a plus.

ADDITIONAL EXPECTATIONS

- Willingness to accommodate a flexible work schedule, including evenings, weekends, and travel between sites.
- Able to engage in a range of physical motions, including prolonged standing or sitting at a desk, light lifting, climbing stairs, and occasionally working in varying weather conditions.

FOR ADDITIONAL INFORMATION AND TO APPLY: Complete application with attached cover letter at <https://recruiting.paylocity.com/recruiting/jobs/All/99885d66-fdde-45ea-b169-b55cfb505be0/Gardens-of-Golden-Gate-Park>

Gardens of Golden Gate Park is an equal opportunity employer and encourages candidates with diverse backgrounds and experiences to apply.

We are an Equal Opportunity Employer. We do not discriminate on the basis of race, color, religion, sex (including pregnancy), national origin, age (40 or older), disability, genetic information, or any other category protected by law.