



Director of Marketing & Communications

Reports To: Vice President of Marketing & Experience

Status: Full-Time

Classification: Exempt

Salary: \$80,000

About Us

Waterfront Botanical Gardens (WBG) is a vibrant and inclusive nonprofit organization devoted to connecting individuals with the splendor of the botanical world. Located in Louisville, Kentucky, WBG opened in 2019 and has developed approximately four of 23 total acres, which showcase a diverse array of plant collections and offer a peaceful urban oasis for visitors. At WBG, we are dedicated to providing exceptional educational experiences, fostering a deeper appreciation and understanding of plants, and contributing to a greener, more sustainable future for our community.

Role Summary

The Director of Marketing & Communications at WBG is a senior leadership role responsible for implementing a comprehensive, data-informed marketing and communications strategy that advances WBG's mission, visibility, and earned revenue. This individual leads the execution of all aspects of brand, marketing, communications, and public relations, ensuring a cohesive and compelling voice across all platforms.

Reporting to the VP of Marketing & Experience, this role requires a highly experienced, strategic, creative, and disciplined leader who models professionalism, exceptional communication, and a commitment to continuous improvement. The Director serves on the Senior Leadership Team and collaborates across departments to align marketing efforts with organizational priorities.

Essential Duties and Responsibilities

- **Strategic Leadership & Performance**
 - Develop and implement an integrated, multi-channel marketing and communications strategy aligned with organizational goals and earned revenue targets established by the VP of Marketing & Experience.
 - Lead audience engagement strategies that guide individuals from awareness and visitation to deeper organizational connection through memberships, event participation, volunteerism, and philanthropic support.
 - Establish clear performance metrics; analyze data and market trends to continuously refine strategy and improve performance.
 - Drive a culture of accountability, planning, and continuous improvement across all marketing functions.
 - Provide oversight of agency and vendor partners.

- **Brand & Institutional Identity**
 - Safeguard and elevate the WBG brand, ensuring consistency, quality, and clarity across all channels.
 - Oversee the implementation of the brand, including maintaining brand standards and driving creative direction and execution that reflect a world-class organization.
- **Marketing & Digital Strategy**
 - Direct all digital and traditional marketing efforts, including website, email, social media, print, and paid advertising.
 - Develop the overall social media marketing plan, approves campaigns, and measures ROI including targeted advertising content.
 - Develop campaigns and promotional strategies that increase conversion, attendance, and participation across key earned revenue programs and experiences.
 - Develop, schedule, and monitor email marketing open and click rates.
 - Research, develop, and implement digital marketing metrics and SEO strategies and establish measurable goals for marketing activities using tools such as Google Analytics.
 - Oversee campaign production timelines, creative workflows, content calendars, and marketing asset development across all channels.
- **Communications & Public Relations**
 - Develop and executes an annual PR strategy, including building and maintaining relationships with media outlets, reporters, and influencers,
 - Lead the execution of external communications strategies, including media relations, PR campaigns, interviews, and messaging implementation.
 - Serve as a day-to-day media contact and organizational spokesperson, coordinating closely with the VP of Marketing & Experience and President & CEO on institutional messaging and public communications.
 - Manage communications, logistics, and staffing at PR events and executive presentations.
 - Ensure all written and verbal communications meet the highest standards of clarity, accuracy, and professionalism.
- **Content & Publications**
 - Oversee the development of all marketing collateral and institutional publications, including the In Bloom newsletters and annual reports.
 - Ensure messaging is strategic, audience-focused, and aligned with organizational priorities.
- **Team Leadership & Cross-Functional Collaboration**
 - Lead, mentor, and develop the marketing and communications team, setting clear expectations and performance standards.
 - Model a commitment to continuous improvement, forward-thinking, and collaboration.
 - Work closely with Development, Education, Events, Membership, Volunteers, and other departments to support organizational initiatives.
- **Budget & Resource Management**



- Develop and manage the departmental budget with a focus on efficiency, impact, and return on investment.
- Manages marketing systems, platforms, vendors, production schedules, and departmental workflows to ensure efficient execution of organizational priorities.
- Strategically select high-value advertising, media, and promotional opportunities that maximize visibility, attendance, and engagement while ensuring marketing dollars are utilized effectively and responsibly.
- **Community Engagement**
 - Strengthen WBG's presence through community partnerships, local outreach coordination, promotional representation, and community involvement.
 - Represent the organization at events, presentations, and public forums.
 - Conduct public presentations and tours of the Gardens, in collaboration with other departments.
- **Campaign Activation & Event Marketing**
 - Under the direction of the VP of Marketing & Experience and in partnership with the Special Events Department, lead the development and execution of revenue-driving public events including, but not limited to, Bonsai Weekend and Gardens Aglimmer.
 - Maintain a significant on-site presence during these events, acting as a point person for guests, vendors, staff, and media.

Qualifications & Experience

- Bachelor's degree required, Master's degree preferred, in marketing, communications, or a related field.
- Minimum of 7 years of progressively responsible experience, including at least 3 years in a senior leadership role.
- Demonstrated expertise in marketing strategy, brand management, and communications within nonprofit, cultural, or mission-driven organizations preferred.
- Exceptional written, verbal, and presentation skills with a high degree of professionalism and executive presence.
- Strong analytical and strategic thinking skills, with experience using data to drive decision-making.
- Proven success leading teams, managing budgets, and executing high-impact campaigns.
- Deep knowledge of digital marketing, analytics, media relations, and communications best practices.
- Ability to manage multiple priorities with precision, adaptability, and sound judgement.
- Aptitude with social media, Google Suite, Google Analytics, and email marketing platforms such as WordFly.
- Ability to work effectively in close cooperation with a wide range of stakeholders, including board members, volunteers, coworkers, donors, the general public, and outside entities and individuals.
- Ability to respond quickly to unexpected challenges and shifting priorities.



Additional Expectations

- Demonstrates a commitment to excellence, continuous learning, and forward-thinking leadership.
- Maintains flexibility to support events, media opportunities, and organizational needs, including evenings and weekends as required.

Supervisory Responsibilities

This position supervises the marketing and communications team, including the Marketing & Media Manager.

Physical Demands

- Must have the ability to sit, use hands to handle objects, and talk or hear frequently throughout the workday.
- May occasionally be required to stand, walk, reach, and lift objects up to 25 pounds.
- Must have sufficient vision abilities, including close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus, to perform tasks effectively.

Work Environment

- Must be willing to work flexible hours, including evenings, holidays, and weekends as needed.
- Ability to meet required work hours and deadlines.
- The role may involve exposure to varying work environments, including indoor and outdoor settings, while performing essential job functions.

Salary: \$80,000 annually, plus a comprehensive benefits package including medical, dental, vision, paid time off, paid holidays, and retirement benefits.

To be considered for this role

Please email your resume and cover letter to:

Haley Justice

Senior Manager, Human Resources

hjustice@waterfrontgardens.org