Queens Botanical Garden is an urban oasis where people, plants and cultures are celebrated through inspiring gardens, innovative educational programs and demonstrations of environmental stewardship.

Queens Botanical Garden (QBG) is a private non-profit cultural institution located on 39 acres of New York City public land in Flushing, New York. The Garden serves approximately 220,000 visitors each year; a visitor survey reveals that 75% of all visitors speak a language other than English at home. This fact underscores the importance of the mission and the challenges and opportunities QBG faces daily in creating programs, exhibits and landscapes that serve the needs of people who live in and visit one of the most ethnically diverse counties in the nation. The Garden has committed itself to addressing the complex and ever changing needs of its diverse community and to being the place where people, plants and cultures meet.

The Marketing Manager, who reports to the Executive Director, will provide leadership in developing the Garden, its image and visibility, through traditional and innovative approaches. Specifically, she/he will:

- Develop, implement and evaluate marketing plans and initiatives, including participating in program meetings, designing and carrying out audience surveys, and developing the capacity of board members, staff and volunteers to serve as ambassadors for QBG,
- Manage QBG’s public and community relations, including press & media relations,
- Manage internal and external communication tools, including QBG’s website and e-blasts, social media platforms, the electronic “clipping service,” advertising, QBG’s profiles and ratings on various public sites, and related tools,
- Provide content and editorial support for the QBG Newsletter and other publications,
- Work with staff to attract and diversify audiences with the goal of bolstering admissions and participation and turning visitors into members and members into supporters,
- Serve as the point person with graphic designers, in consultation with other staff as appropriate; utilize and train others on QBG’s graphic standards,
- Photograph Garden activities as needed and oversee care of the photo files,
- Serve as the point person for various groups including the Queens Tourism Council, NYC & Company, etc.,
• Identify prospective partners and collaborate in the cultivation and preparation of partnership, sponsorship and fund requests, particularly as relates to the marketing of and outreach for public programs; manage these relationships,
• Prepare budgets and reports for outreach and marketing areas,
• Supervise the part-time Public Relations Associate; involve volunteers and interns in our work,
• Be involved in Garden wide initiatives, such as strategic planning and ID NYC; help increase internal capacity, especially in the use of technology.

Qualification Requirements

1. Three plus years of experience in marketing and public relations, including wide-ranging experience in website development and social media management,
2. Leadership, communication, exceptional writing, supervisory & technology skills,
3. Interest in cultural communities and organizations, sustainable practices, farms, public gardens, museums and publications highly desired,
4. Bachelor’s degree, driver’s license, willingness to work evenings & weekends.

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To apply, please put “Marketing Manager” in the subject line and email resume and cover letter to hr@queensbotanical.org. No calls please.