



# Naples Botanical Garden

## Position Description

---

**Position Title:** Communications Coordinator

**Department:** Communications

**Reports to:** Communications Manager

---

**Position Summary:** The Communications Coordinator is responsible for supporting the Communications department's efforts to ensure Naples Botanical Garden's continued growth and increase awareness of Garden's mission and programs. The Communications Coordinator supports the planning, development and implementation of departmental activities, ensuring a dynamic and appealing public image for the Garden as well as ensuring that communications efforts promote the values of the institution. Reports to the Communications Manager.

---

### Primary duties and responsibilities:

- Update and maintain Production Calendar; coordinate with other departments for deliverables on the Productions Calendar
- Serve as the on-site coordinator for visits by media and marketing contacts
- Coordinate writing and production of the Magazine and Annual Report
- Coordinate writing and production of Development materials
- Coordinate and organize advertising efforts and opportunities
- Write press releases and other items as assigned
- Maintain and update media contacts list
- Writing for a variety of projects
- Assist with events
- Coordinate with vendors
- Seek knowledge from around the Garden about programs, events and other developments in order to develop stories and other communications strategies.

**Desired Character Traits, Skills & Behaviors:**

- Ability to work in a team environment that promotes collaboration
- Able to communicate effectively at all levels – share all information in a timely fashion
- Ability to work successfully within a team as well as independently
- Knowledge of Microsoft Office applications including Word, Excel, PowerPoint and Outlook
- Effective written communications skills, including skill in copywriting, proofreading and editing
- Office administration skills, including general clerical skills (filing, typing, copying, etc.)
- Effective interpersonal skills and ability to maintain a professional manner in all dealings with customers, staff, volunteers, Board members and others
- Ability to meet multiple deadlines.
- Demonstrated ability to organize and manage multiple projects, prioritize tasks and meet deadlines

**Qualifications & Other Relevant Information:**

- Bachelor's Degree preferred; concentration in Marketing/Advertising/Communications a plus
- 3 – 5 years prior experience in communications or marketing role desired
- Strong computer skills a must; knowledge of graphic software such as Photoshop, Lightroom, InDesign, Quark
- Willingness to work evenings and/or weekends on occasion
- Applicants must possess a valid U.S. driver's license

**To apply:**

Please provide a cover letter, resume, and contact information for three references by email to [employment@naplesgarden.org](mailto:employment@naplesgarden.org) . To find out more about Naples Botanical Garden, please visit our website at [www.NaplesGarden.org](http://www.NaplesGarden.org). Naples Botanical Garden is an Equal Opportunity Employer.