



253-838-4646
www.RhodyGarden.org
Mailing address:
PO Box 3798, Federal Way, WA 98063-3798

-
- Title:** Marketing and Outreach Manager
- Reports to:** Executive Director of Business Operations
- Status:** Full-Time, Hourly
- Schedule:** Monday – Friday, 8am – 4:30pm, with some evenings and weekends
- Wages:** \$28-32/hour depending on experience.
- Benefits:** Full Benefits including health insurance covered 100% by employer, retirement plan, and employee discounts.

About the Role

The Rhododendron Species Botanical Garden (RSBG) is seeking an energetic, creative, and mission-driven professional to lead our marketing and outreach efforts. This position is key to raising the Garden’s visibility, engaging diverse audiences, growing membership, increasing sales, and strengthening community impact.

The Marketing and Outreach Manager will shape and deliver compelling communications across digital, print, and in-person channels. They will also manage membership and volunteer programs, coordinate events, and represent the Garden in the community. This is a hands-on role with the opportunity to make a lasting difference for an internationally recognized botanical garden.

Key Responsibilities

Marketing & Communications

- Develop and implement comprehensive marketing strategies to promote RSBG programs, events, and initiatives.
- Create engaging content for the website, newsletters, social media (Facebook, Instagram, YouTube, X, TikTok), and email campaigns.
- Draft press releases, manage media outreach, and respond to inquiries.
- Coordinate production of digital and print materials (e.g., catalogs, tourism guides, newsletters).

Outreach & Community Engagement

- Organize, promote, and manage Garden events.
- Build and maintain partnerships with other horticulture organizations, local businesses, and media.
- Represent RSBG at public events, community meetings, and promotional opportunities.
- Serve as liaison to the City of Federal Way, City Council, and Chamber of Commerce.

Membership & Volunteers

- Manage and grow the membership program through outreach, stewardship, and engagement activities.

- Oversee the volunteer program, including recruitment, onboarding, scheduling, tracking, recognition, and volunteer events.

Collaboration & Support

- Collaborate with horticultural staff to develop educational and promotional content.
- Work closely with Visitor Services staff to support attendance, events, and public initiatives.
- Support office operations and contribute to special projects as needed.

Required Qualifications

- Minimum 3 years of experience in marketing, communications, or outreach, preferably in a nonprofit setting
- Excellent verbal and written communication skills with a strong eye for design
- Proficiency in Microsoft Office Suite
- Experience with digital tools such as Mailchimp, Adobe Creative Suite, Meta Business Suite, and social media platforms
- Strong skills in digital content creation (image and video)
- Graphic design experience
- Highly organized and detail oriented
- Ability to work independently and manage multiple priorities
- Critical thinking and problem-solving skills
- Outstanding customer service and interpersonal communication

Preferred Qualifications

- Experience with WordPress and Google Analytics
- Bachelor's degree in Marketing, Communication, Public Relations, or a related field
- Experience in event planning and execution
- Experience in grant writing
- Previous experience working in a nonprofit, botanical garden, museum, or similar institution

To Apply

Please send your resume, a cover letter, a portfolio of your previous work, and your completed [job application form](#) to: Grace@RhodyGarden.org

About the Rhododendron Species Botanical Garden

The Rhododendron Species Botanical Garden is a 22-acre woodland garden that is home to the largest collection of *Rhododendron* species in the world. Education is a cornerstone of the RSBG's mission – the garden offers workshops, tours, classes, and public events that promote an understanding of and appreciation for biodiversity and conservation.

As a living museum, the RSBG conserves and shares its international collection with both the scientific community and the general public. Known worldwide for the garden's contributions to scholarship and research, the RSBG's educational and scientific offerings include the annual Rhododendron Species Symposium, seed and pollen distribution, and twice-yearly catalog with a huge selection of rare and beautiful plants offered for purchase.