



Communications Manager

The Delaware Center for Horticulture (Wilmington, DE) seeks a qualified, team-oriented, passionate professional to coordinate the organization's external communications. The *Communications Manager* is a full-time, exempt (salaried) position (37.5 hours/week) reporting to the Executive Director. With support from senior staff, the Communications Manager also supports the continuing development of a marketing and communications strategy. Areas of responsibility include media relations, DCH publications and website content, social media and email marketing, coordination of advancement/fundraising communications, special events support and supporting the Executive Director with written remarks and media appearances. The *Communications Manager* is an integral member of DCH's staff leadership team.

Key responsibilities/goals include:

- Media relations – write and distribute press releases, coordinate media coverage for programmatic and special events, respond to media inquiries
- DCH publications and website content – coordinate, assemble and write content for quarterly *Cultivate* member newsletter, DCH website and annual report
- Social media and email marketing – manage DCH's social media presence (currently Facebook, Instagram, YouTube and LinkedIn) and monthly e-newsletter
- Support advancement/fundraising communications including giving campaigns, member-donor messaging and special events strategies
- Provides oversight for DCH's contracted graphic design, brand management and coordination of brand standards
- Support the organization and Executive Director at media events by writing/editing remarks, coordinating photo opportunities, and arranging for photographers when necessary

Desired skills and qualifications

- Adept messaging, writing and editing skills and experience
- Strong ability to set priorities at a high level, oversee implementation, and coordinate content from staff colleagues in an organization-wide role
- Ability to create and meet multiple firm deadlines
- Strong organizational and communication skills
- Affinity and ability to coordinate and work across multiple departments
- Videography and video editing skills strongly preferred
- A proficient understanding of brand management and executive support
- Effective working as a part of a team as well as independently
- Bachelor's degree in a related field and at least five years' experience desired
- Ability to manage a varied schedule of time/location in office and remote work as dictated by changing conditions of the COVID-19 pandemic
- An appreciation of the organization's mission and work we do



Compensation

- Established starting salary range is \$45,000 - \$60,000, based on skills and experience.
- DCH offers a competitive benefits plan which includes health/dental/vision, health savings account, paid leave (including vacation, sick time, paid holidays and additional personal days), retirement plan and matching contributions, and supplemental employee wellness benefits

Instructions to Apply

Please send a cover letter, resume and three professional references to:

careers@thedch.org (please reference *Communications Manager* in email subject line)

Delaware Center for Horticulture

1810 N. Dupont St.

Wilmington, DE 19806

For information about the Delaware Center for Horticulture's mission, values and programs, please visit www.thedch.org.

Applications will be reviewed as they are received. Position open until filled. No phone calls please.

DCH is an equal-opportunity employer that is committed to diversity, equity and inclusion. DCH prohibits discrimination and harassment of any kind based on race, color, sex, religion, gender, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

DCH's policies apply to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. The Delaware Center for Horticulture makes hiring decisions based solely on qualifications, merit, and business needs at the time.

Posted 2/18/2022