

Position: Digital Communications Manager

Status: Full Time

Reports To: Director of Communications and Membership

Descanso Gardens seeks a strategic, creative, and data-driven Digital Communications Manager to lead and execute the organization's digital communications strategy. Reporting to the Director of Communications and Membership and a member of the Advancement team, this role is responsible for strengthening Descanso Gardens' digital presence, growing audience engagement, amplifying programs and exhibitions, and deepening connections with members, visitors, donors, and the broader community.

Digital Strategy

- Lead the development and execution of a comprehensive digital communications strategy aligned with Descanso Gardens' mission, brand, and institutional priorities.
- Identify opportunities to expand audience reach, deepen engagement, and increase membership and attendance.
- Execute digital advertising including audience targeting, optimization, and management of the Google Ads Grant and paid campaigns.
- Monitor industry trends and emerging platforms; recommend approaches to reach new and diverse audiences.

Content, Platforms, and Brand Management

- Develop an integrated digital content calendar across channels.
- Ensure all content aligns with brand standards, accessibility best practices, and institutional messaging.
- Review and approve materials for clarity, accuracy, grammar, and tone
- Produce digital content, including photography, social media graphics, short-form videos, reels, and multimedia stories, to support organizational messaging and engagement.
- Manage and grow the organization's social media presence across Instagram, Facebook, LinkedIn, X/Twitter, and emerging platforms by planning, posting, and optimizing content.
- Manage and update website and Bloomberg Connects app content through the CMS to ensure accuracy, accessibility, and optimal user experience.
- Organize and maintain digital asset libraries, including photographic and video content.

- Work closely with the Membership Communications Coordinator to ensure alignment in messaging in emails, mailing and other printed materials.

Qualifications

Education & Experience

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or related field preferred.
- Minimum 5 years of experience in digital communications, brand management, or marketing.
- Experience in nonprofit, arts & culture, museums, public gardens, or mission-driven organizations strongly preferred.

Skills

- Excellent time management skills
- Good judgment and ability to handle quickly changing priorities
- Ability to work independently with little direction
- Strong collaborative spirit and ability to work as a team
- Excellent communication skills with both internal and external audiences
- Ability to articulate Descanso's mission, brand, and programs to a variety of audiences
- Proficiency in website content management systems
- Experience with social media management tools
- Experience with email marketing platforms
- Familiarity with analytics tools
- Working knowledge of graphic design platforms
- Experience with basic video editing and multimedia storytelling preferred.

Compensation: Up to \$70,000 salary

Descanso Gardens Foundation acknowledges that equal opportunity for all persons is a fundamental human value. Each employee will be considered based on individual ability and merit, without regard to race, color, age, religion, national origin, disability, sexual orientation, gender, or marital status.

To Apply: Interested parties may apply by submitting a MS Word or PDF Letter of Interest and Resume to jobs@descansogardens.org with '**Digital Communications Manager**' in the subject line. We will accept resumes until the position is filled. No phone calls, please. Descanso Gardens Foundation. acknowledges that equal opportunity for all persons is a fundamental human value. Each employee will be considered based on individual ability and merit, without regard to race, color, age, religion, national origin, disability, sexual orientation, gender, or marital status.