

ELIZABETH F.  
**GAMBLE GARDEN**  
HISTORIC HOME & GARDEN

**JOB OPPORTUNITY: Marketing Manager**

Job Title: Marketing Manager  
Reports To: Executive Director  
Location: Elizabeth F. Gamble Garden, 1431 Waverley St., Palo Alto, CA 94301  
Schedule: Part-time, Non-exempt, 30 hours/week (occasional nights/weekends)

## About Gamble Garden

Elizabeth F. Gamble Garden is a 501(c)(3) nonprofit historic home and 2.5-acre public garden in Old Palo Alto. Our mission is to maintain and enhance the property as a community resource for horticultural education, inspiration, and enjoyment. Gamble Garden offers free access to the garden, a robust volunteer program, educational classes, events, and rental opportunities for the community. Gamble Garden is supported by a small professional staff, an engaged board, and an active volunteer community.

## Position Summary

Gamble Garden is looking for a creative, strategic, and hands-on Marketing Manager to lead the organization's marketing and communications efforts at a pivotal moment in our history. We are actively engaged in a capital campaign to build a new Horticultural Complex, and we need a skilled communicator who can steward that campaign narrative while managing the full scope of our day-to-day marketing — from social media and email to event promotion and media relations.

This role blends high-level strategy with real execution. You'll develop and manage our editorial calendar, grow our social media presence, promote our classes and events, and help tell the story of a beloved community institution. The right person is a strong writer, self-directed, and energized by the opportunity to make a measurable impact for an organization that matters to people.

## Key Responsibilities

### *Capital Campaign Communications:*

- Develop and implement campaign messaging and communications strategy in partnership with the Executive Director and Campaign Committee.
- Create compelling content — stories, photos, updates, and impact reports — that inspires donors and connects the community to campaign progress.
- Steward donors with personalized recognition and timely communications.
- Draft and distribute press releases about campaign milestones; secure earned media coverage in local and regional outlets.
- Ensure campaign messaging is integrated into all broader marketing channels.

### *Content Creation & Editorial Calendar:*

- Develop and manage a content calendar across digital and print channels, coordinating with staff and committee chairs for timely submissions.
- Produce copy for emails, social posts, flyers, signage, and other marketing materials — using our consistent, on-brand voice.

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- Capture and organize high-quality photos of the garden, events, classes, rentals, and seasonal highlights; maintain a well-organized media library.
- Design marketing materials using Canva or Adobe Creative Suite; coordinate print production as needed.

*Social Media & Digital Presence:*

- Manage Gamble Garden's presence across Instagram, Facebook, Nextdoor, TikTok, LinkedIn, Google Business, Yelp, etc.
- Create, schedule, and publish engaging content tailored to each platform; grow reach and follower engagement.
- Post classes and events to online calendar listings (Palo Alto Events Calendar and other community outlets).
- Monitor comments and messages; respond in a timely and professional manner.
- Track and report on performance metrics monthly.
- Update and manage Wordpress website.

*Email Marketing & Newsletter:*

- Plan, write, and distribute Gamble Garden's email communications, including the Bloom Alert, Member Newsletter, Facility Rentals, and Classes & Events announcements and follow-up.
- Manage subscriber lists and monitor open rates, click-throughs, and engagement trends.

*Events & Fundraiser Marketing:*

- Increase class and event attendance with promotion throughout the year, from initial submission through posting and outreach.
- Lead marketing for Gamble Garden's two signature fundraisers: Spring Tour and Winter Festival.
- Project manage all printed and digital assets.
- Coordinate business sponsor publicity and acknowledgment across all channels.

*Marketing Strategy & Analytics:*

- Develop and maintain an annual marketing plan aligned with organizational goals.
- Produce monthly analytics reports tracking reach, engagement, and return on investment across all channels.
- Optimize digital content for search visibility (SEO); ensure website content for classes, events, and campaigns is current and compelling.
- Research trends and audience insights to continuously improve marketing approach.

**Qualifications**

- 3–5 years of experience in marketing, communications, or a related field; nonprofit or fundraising experience preferred.
- Exceptional writing, editing, and storytelling skills — you can produce polished copy quickly and adapt your voice to different channels.

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- Demonstrated experience managing social media platforms and growing engagement.
- Proficiency with Canva and/or Adobe Creative Suite; photography skills a plus.
- Familiarity with email marketing platforms and performance analytics.
- Experience with capital campaigns, donor communications, or fundraising a plus.
- Highly organized, self-directed, and able to manage multiple priorities with minimal oversight.
- Experience working with volunteers, committees, and community stakeholders in a collaborative, cross-functional environment.
- Genuine warmth and community orientation; you care about connecting people to places they'll love.

### **Key Competencies**

- Strategic thinking balanced with a willingness to roll up your sleeves and get things done.
- Strong creative judgment and visual storytelling ability.
- Proactive communication and follow-through — staff and volunteers can count on you.
- Adaptability and calm under pressure, especially during high-demand event seasons.
- Accurate and consistent brand stewardship across all channels and audiences.

### **Physical Requirements**

- Ability to lift up to 25 pounds occasionally.
- Work is primarily indoors with frequent outdoor exposure during garden events and photo capture.
- Occasional weekend and evening availability required for Spring Tour, Winter Festival, and other events.

### **Compensation and Benefits**

Compensation: \$32–\$34/hour, commensurate with experience and qualifications.

Benefits:

- Medical Insurance: 99% of the employee premium for the basic plan is employer-paid
- Dental Insurance.
- 11 paid holidays.
- Up to 3 weeks of accumulated PTO.
- Option for a 403b.
- You'll work alongside a genuinely kind, collaborative staff in one of the most beautiful and serene garden settings in the Bay Area — an environment that supports focus, care, and doing thoughtful work well.

### **To Apply**

[Apply here.](#) Applications will be reviewed on a rolling basis with a goal to fill the position as soon as possible. The hiring process will include a phone screen, up to two interviews, and a brief skills exercise.

*Elizabeth F. Gamble Garden is an Equal Opportunity Employer. We do not discriminate based on race, color, religion, sex, national origin, age, disability, veteran status, or any other protected status under applicable laws.*