

Manager



POSITION OVERVIEW

The Japanese Friendship Garden of Phoenix – RoHoEn – is an authentic 3.5-acre Japanese stroll garden with a tea garden and a tea house. This tranquil and beautiful setting features more than 1,500 tons of hand-picked rock, a 12-foot waterfall and koi pond, stone foot bridges and lanterns, and more than 50 varieties of plants.

The mission of the Japanese Friendship Garden of Phoenix is to provide a beautiful place of serenity, peace, education, and cultural engagement.

The role of the Development Manager is to lead and execute a comprehensive fundraising strategy while supporting the cultivation of individual and corporate donors. The Development Manager plays an essential role in securing the financial resources needed to sustain and grow the mission of the Japanese Friendship Garden of Phoenix.

COMPENSATION AND BENEFITS

Schedule:	Scheduled on weekdays, must be available Saturdays/Sundays and evening shifts for events, as needed
Wage:	\$18/hour
Benefits:	40 hours vacation, 40 hours paid sick time
Status:	Full-time, 40 hours non-exempt
Reports to:	Executive Director
Employer:	Japanese Friendship Garden of Phoenix, Inc. 501(c) (3)

RESPONSIBILITIES

Marketing and Outreach

- Coordinate with departments across the organization to create and execute program specific marketing plans for events, membership, and development initiatives.
- Develop and implement strategic advertising campaigns that highlight the general Garden and its specific programming.
- Oversee the creation, design, and deployment of all branded collateral, ensuring consistency and quality across all JFG materials.
- Maintain and continuously update the Garden's website to improve content functionality, drive traffic, enhance SEO, and boost search engine ranking through educational content.
- Develop and schedule weekly email newsletters and targeted campaigns that inform and engage subscribers about upcoming events, programs, and Garden news, ensuring alignment with brand messaging and campaign goals.
- Build relationships with media and community organizations, seeking out partnerships, sponsorships, and opportunities for press coverage.
- Develop, maintain and promotes JFG's virtual map and guide through the CultureConnect app and website.
- Collaborate closely with the Social Media Coordinator and assist in the planning, execution, and monitoring of social media ad campaigns and posts.

Marketing and Outreach Manager



RESPONSIBILITIES

- Bachelor's Degree (or equivalent work experience) in Marketing, Communications, Journalism, or related field.
- High levels of passion and enthusiasm for Japanese gardens and/or Japanese arts and culture
- Ability to effectively communicate to a variety of audiences including written and verbal communication, press releases, interviews, social media, photography, and other areas as appropriate for the job.
- Organizational skills and attention to detail, ability to communicate ideas effectively, to prioritize work and meet deadlines, to work independently and in a team, and to manage several projects simultaneously.
- Strong people skills with the ability to build strong business relationships
- Knowledge of the digital landscape, including current industry and user trends, emerging technologies and standards.
- Ability to thrive with independent work and collaborate on a team
- Must be able to lift and carry up to 50 lbs. Standing and walking in an outdoor setting is required 50% of the time.

Japanese Friendship Garden of Phoenix is an Equal Opportunity Employer and considers all applicants without regard to race, religion, color, sex, gender identity and/or expression, sexual orientation, marital or parental status, age, national origin, veteran status, disability, or any other status protected by law.