

# Strategic Horticulture Partnerships Senior Manager and Executive Director, Ecological Landscape Alliance

New England Botanic Garden at Tower Hill, PO Box 598, Boylston MA 01505 508-869-6111

<b>Direct Manager:</b>	Chief Executive Officer		
<b>Department/Group:</b>	Strategic Horticulture Partnerships	<b>Job Category:</b>	Full-time, 30 hours/wk Exempt Benefits Eligible
<b>Location:</b>	Boylston, MA; remote work possible	<b>Travel Required:</b>	Yes, regional
<b>Salary or Rate Range:</b>	\$60,000 per year	<b>Apply at:</b>	<a href="https://bit.ly/nebg-jobs">https://bit.ly/nebg-jobs</a>

## Position Summary

The *Strategic Horticulture Partnerships Senior Manager and Executive Director of Ecological Landscape Alliance* is a full-time employee of New England Botanic Garden at Tower Hill (NEBG) that plays a key role in stewarding the current management and future growth of the Ecological Landscape Alliance (ELA). Duties include administration, educational programming, membership, marketing, finances, and fundraising.

The position is supported in part by NEBG's Education Registrar and Director of Finance and reports to both the CEO of NEBG and the ELA Board of Directors.

## Key Responsibilities

- **Leadership, Public Relations, and Community Engagement**
  - Provide strategic and inspirational leadership to staff, volunteers, and partners.
  - Serve as ELA's spokesperson to the public, media, and stakeholders.
  - Build and maintain relationships with community leaders, government agencies, and peer organizations.
  - Manage daily operations and support ELA board and committee activities.
- **Educational Programming**
  - Collaborate with the ELA Board and Education Committee to develop, promote, and facilitate programs.
  - Build partnerships with mission-aligned organizations to expand educational offerings.
  - Evaluate programs for return on investment.
- **Membership Management**
  - Oversee member communications, recruitment, retention, and database management.
  - Evaluate and update membership benefits and dues as needed.
  - Manage and interpret member data to inform strategic decisions and strengthen engagement and retention.
- **Public Relations, Marketing, and Website Administration**
  - Oversee digital communications, including email marketing, social media, online event management, and publications (e.g., *Bulletin*, *Into the Weeds*).
  - Lead marketing efforts to grow membership and promote programs.
- **Financial Management and Fundraising**
  - Oversee financial operations and provide regular reports to the ELA Board.
  - Ensure accurate recordkeeping and compliance with tax and legal filings in all operating states.

# Strategic Horticulture Partnerships Senior Manager and Executive Director, Ecological Landscape Alliance

---

- Develop and manage the annual budget with fiscal accountability.
- Develop contracts with vendors, speakers, and exhibitors.
- Identify and pursue new revenue opportunities, including sponsorships and expanded membership.
- **Technology and Skills**
  - Leverage technology to enhance operational efficiency and member engagement.
  - Quickly learn and effectively utilize association management and digital platforms to streamline processes and integrate systems for a cohesive member experience.
  - Support staff in using technology platforms effectively and adopt emerging tools that improve organizational performance.

## **Work Environment & Physical Requirements**

- Primarily office-based; occasional walking and standing required for outdoor workshops and ecotours.
- Occasional evening and weekend hours for virtual and/or in-person events or meetings.
- Occasional regional travel is required.
- Must be proficient with standard office and communications technology.
- Works with an awareness of surroundings in accordance with NEBG safety policy.
- Complies with the provisions of the current Employee Handbook, all published personnel policies, and the requirements of the job description.

*Note: Duties described above, other duties and physical demands have been identified as essential functions as required by the Americans with Disabilities Act.*

## **Qualifications**

- A minimum of 10 years of progressive leadership experience, preferably in a non-profit, association, or cultural organization.
- Strong skills in financial oversight, budgeting, and operational planning.
- Proven success in fundraising and resource development.
- Excellent leadership, communication, and relationship-building skills.
- Strong analytical skills, attention to detail, and the ability to translate technical concepts into actionable plans.
- Commitment to the missions of NEBG and ELA.

## **Supporting NEBG's Mission and Values**

- Be welcoming to all staff and the public
- Be respectful of staff differences and preferences
- Use gender neutral communication styles
- Respect everyone's pronouns
- Attend IDEA workshops and training sessions
- Make efforts to support a diverse work force
- Develop and support a culture within the department that recognizes and supports NEBG at TH's IDEA initiatives (Inclusivity, Diversity, Equity and Accessibility)