



Position Opening **Communications Manager**

Position Summary

Parks & Trails New York seeks a dynamic, creative, collaborative strong communicator to join our Development Team. The Communications Manager will oversee implementation of PTNY's communications and marketing strategy in partnership with other team members. This position will advance PTNY's mission and program visibility, grow our online impact through social media and other digital comms, support our fundraising work, and strengthen and align our brand through supporting and implementing a consistent look and tone for all communications.

The Communications Manager reports directly to the Senior Director of Development, Communications & Marketing, and has no direct reports. This role is responsible for managing out-facing communications including—but not limited to—social media, ENews, online fundraising campaigns, our website, media relations, publications, and promotional materials.

Detailed Responsibilities

Content Creation and Design:

- Develop audience-specific messaging and communications that proactively engage new constituencies
- Write/edit blog posts, newsletters, fundraising campaign assets, briefs and other communications materials
- Support the Sr. Dir. of Development with creation and implementation of visual and textual branding and guidelines
- Support colleagues across programmatic teams to create a range of publications, including monthly digital newsletters and biannual print newsletters, programmatic publications, and reports
- Develop and design outreach and marketing materials
- Working closely with Sr. Dir of Dev., ED, and other team members to design event/program/etc. communications, including but not limited to invitations, slide decks, signage, and swag
- Create and edit video content as needed

Manage Comms & Marketing Assets:

- Keep website current: create new pages; update existing pages; ensure thematic and linguistic consistency
- With Sr. Dir of Dev. develop, format, and deploy other digital content as needed
- Oversee build out of new website, transfer of content, and restructuring of page/sub-page organization
- Oversee organization and build-out of PTNY photo library, managing naming and filing processes
- Work across all departments to ensure information accuracy and identify compelling updates in organizational work/achievements to share with external communities

Community Outreach:

- Prepare and distribute press releases and media alerts, manage PTNY media contacts and relationships, promote PTNY events, reports, advocacy campaigns, etc. to ensure media coverage
- Manage relationships with contractors and vendors, including printers, graphic designers, merchandise providers

Communications & Marketing Strategy:

- Working closely with Sr. Dir of Dev. streamline communications, branding, and marketing processes; document processes and policies
- Organize, generate, and execute social media content on Facebook, Instagram, Twitter, and LinkedIn, develop themes and calendars, track and analyze impact, manage social media communities, monitor and interact with partner pages/comments on PTNY pages
- Develop and implement strategy, track impacts of digital reach including SEO and Google Ads grant use
- With Sr. Dir of Dev./ED develop and track comms and marketing budgets (project-based and annual)

Required Qualifications

- Must be a very strong and adaptable writer and editor with the ability to tailor messaging to the PTNY brand and diverse audiences/platforms
- Excellent written, visual, and verbal communication skills
- Proficiency in leading social media platforms
- At least 3 years' relevant experience in communications with a strong preference for those with nonprofit comms experience
- Proficiency in software such as Canva, InDesign, Adobe Suite, Google Suite, Microsoft Suite
- Strong knowledge of and experience with email marketing platforms (PTNY uses MailChimp)
- Knowledge of SEO and Google Ads strategy and management
- Fantastic at solo as well as team work
- Ability to manage multiple detail-driven projects simultaneously, highly organized and self-directed with a strong attention to detail
- Comfortable giving and receiving constructive feedback
- Good judgment, ability to problem-solve, collaborative and supportive

Preferred Qualifications

- Photographic and videographic capabilities
- Deep knowledge of nonprofit marketing practices and strategies
- Experience expanding the visibility of nonprofit organizations: regionally; diversifying audiences; securing new or expanded funding streams; etc.

Parks & Trails New York is working to be an anti-racist, safe, and inclusive organization. BIPOC (Black, Indigenous, people of color) individuals, women, immigrants, people with disabilities, people of marginalized sexual orientations or gender identities, and people with low-income backgrounds are strongly encouraged to apply. We also encourage individuals belonging to the above groups who meet some, but not all, of the position requirements to apply.

Compensation

- Parks & Trails New York uses salary bands to encourage transparency and equity. The salary band for the Communications Manager is \$60,000-\$75,000 depending on experience.
- Parks & Trails New York is on a hybrid office model. We are only considering New York State-based candidates at this time. Some travel to our office in Albany, NY—as well as to other locations in NYS—will be required.
- PTNY is committed to offering a supportive space for staff to grow and thrive—in and out of the “office.” To that end, we offer paid professional development opportunities for all staff, 12 weeks of paid family leave, 15 days of paid vacation, increasing to 20 days after 3 years of employment, and 25 days after 6 years. We also recognize 11 holidays a year, offer 12 days of sick leave, have four-hour Fridays in the summer, and close our offices for the week between Christmas and New Years. PTNY offers a 403(b) retirement plan with a 5% of salary match after 2 years of employment; life insurance after 6 months of

employment; and fully-paid health and dental insurance immediately upon employment. Employees can opt into a vision insurance plan for a small monthly fee. PTNY is on a 35-hour work week and offers flex time for staff.

Hiring Process & Timeline:

Please send your resume, cover letter, and 4 work samples (2 writing, 2 design) to PTNY's Senior Director of Development, Communications & Marketing, Linden Horvath (she/her), at lhovath@ptny.org. Use the subject line: Parks & Trails New York Communications Manager 2024.

Due to volume of applications received, incomplete applications will not be considered.

Early applications are encouraged and will be reviewed on a rolling basis, with a priority for applications received before January 14, 2024. Parks & Trails New York seeks to fill this position quickly, but our priority is finding the correct fit—for the person joining our team and for our organization. As such, the position will remain open until filled.

We will not be reviewing applications until the new year.

PROCESS TASKS:

Initial candidates will be invited for a brief screening call, set up via email, within two weeks from receipt of application.

Selected candidates will then be invited for an in-person (remote for those who cannot travel to the office) interview scheduled with our Sr. Director of Development, Communications & Marketing and Shaina Hogan, our Senior Manager of Programs & Grants. During this initial interview, candidates will be asked to complete a brief writing and a brief editing exercise. Those invited for a first round interview will be notified within two weeks of the phone screening.

Candidates moving forward in the process will then be contacted within two weeks for a second round interview with the Sr. Dir. of Dev.

Those moving forward will be contacted for a final interview with the ED (attended by the Sr. Dir. of Dev.) within one-to-two weeks from the 2nd round interview. The final interview round will be in-person at the PTNY offices in Albany, NY. For travel-limiting circumstances accommodations can be made.

Finalists will be contacted to provide references.

Those being contacted for in-person interviews for Round 1, Round 2, and Round 3 will be provided with a list of topic areas and questions in advance to prepare.