



Position Opening
Communications & Marketing Manager

Position Summary

Parks & Trails New York seeks a dynamic, creative, and collaborative communicator to help lead PTNY's external communications creation & management to: advance our mission and visibility; grow our online impact through social media and other digital comms; strengthen and align our brand through a consistent look and tone for all communications.

Reporting to the Director of Development, and working closely with the Executive Director and other staff, the Communications & Marketing Manager will be responsible for all out-facing comms, including social media, website, media relations, publications, and promotional materials.

Detailed Responsibilities

Online/Digital Communications:

- 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
- Keep website current: create new pages; update existing pages; ensure thematic and linguistic consistency
- Lead audience tracking, segmentation, and list management and hygiene (including: MailChimp; media contacts; volunteer lists; etc.)
- With DoD develop, format, and deploy other digital content (fundraising campaigns, etc.)
- Oversee build out of new website, transfer of content, and restructuring of page/sub-page organization

Content Creation and Design:

- Develop audience specific messaging and communications that proactively engage new constituencies
- Write/edit blog posts, newsletters, position papers, briefs and other communications materials
- With DoD and ED, create and implement visual and textual branding and guidelines
- With DoD, develop and design outreach and marketing materials
- Support colleagues across programmatic teams to create a range of publications, including monthly digital newsletters and biannual print newsletters, programmatic publications, and reports
- Working closely with DoD, ED, and other teams design event/program/etc. communications, including but not limited to invitations, slide decks, signage, and swag
- Create and edit video content as needed

Community Outreach:

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

Other:

- Working closely with DoD streamline communications, branding, and marketing processes; document processes and policies
- 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
- With DoD/ED develop and track comms and marketing budgets (project-based and annual)

Requirements

- Excellent written, visual, and verbal communication skills, including strong copy-editing experience
- Proficiency in leading social media platforms
- At least 3 years' relevant experience (if you haven't worked at a Manager level before but you have applicable experience and/or transferable skills that would translate well to this role, or have relevant educational experience, we encourage you to apply)
- Proficiency in software such as Canva, InDesign, Adobe Suite, Google Suite, Microsoft Suite
- Photographic and videographic capabilities
- 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
- Comfortable giving and receiving constructive feedback
- Good judgment; ability to problem-solve; collaborative and supportive

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 & Marketing 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 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 2-4 work samples highlighting writing and design components to PTNY's Director of Development, Linden Horvath (she/her), at lhovath@ptny.org. Use the subject line: Parks & Trails New York Communications and Marketing Manager.

Early applications are encouraged and will be reviewed on a rolling basis, with a priority for applications received before May 31, 2023.

Initial candidates will be invited for a brief screening call, set up via email, within a week to 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 Director of Development. During this initial interview, candidates will be asked to complete a brief writing exercise. Those invited for an in-person interview will be notified within a week of the phone screening.

Candidates moving forward in the process will then be contacted for a second and final interview with the DoD and ED within one-to-two weeks from the initial in-person 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.

Parks & Trails New York seeks to fill this position by July 1, 2023 if not earlier, but can offer flexibility for the right candidate.

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