



Connecting People and Parks and Conserving the Emerald Necklace

CHARLESGATE PARK • BACK BAY FENS • RIVERWAY • OLMSTED PARK • JAMAICA POND • ARNOLD ARBORETUM • FRANKLIN PARK

JOB OPENING Marketing and Communications Coordinator

The Emerald Necklace Conservancy seeks an enthusiastic, outgoing and creative communications professional to help increase public awareness of Boston's historic Emerald Necklace park system. One of this position's primary goals is to grow Conservancy outreach to all of Boston's communities.

Founded in 1998, the Conservancy is a nonprofit organization whose mission is to restore and improve this 1,100 acre linear park system, which connects 13 diverse neighborhoods from the Back Bay through the Fenway and on to Brookline, Jamaica Plain, Roxbury, Dorchester and Mattapan. Discover more about our work and programs at www.emeraldnecklace.org.

OVERVIEW

Reporting to the Director of Development and External Relations, the **Marketing and Communications Coordinator** will be charged with increasing the public's awareness, appreciation, use of and support for the Emerald Necklace and the work of the Conservancy through a mutually reinforcing program of social media, special events, communications and media relations. Currently, Conservancy staff are operating primarily remotely. This position requires occasional business in the office and in the parks, while adhering to all public health safety recommendations. In future, staff will resume operations from Conservancy offices at 350 Jamaica Way.

RESPONSIBILITIES:

Social Media and Online Communications

- Coordinate social media platforms (*Facebook, Twitter, Instagram, YouTube, LinkedIn*); plan, create, curate and engage in daily content and ensure consistent branding and messaging. Grow usership and engagement across platforms.
- Working with senior staff and a communications consultant, develop strategies and campaigns to increase audiences and engagement on Conservancy social media.
- Track and use social media analytics to help inform marketing strategies.
- Serve as social media advisor/coach to staff and volunteers.
- Integrate new media ideas and trends into traditional communications.
- Research, maintain, promote and grow the Conservancy's Mobile Tour Guide.
- Create, curate and update day-to-day content for the Conservancy website.
- Participate in plans for a graphic and organizational refresh of the Conservancy website.
- Develop meaningful digital dialog and relationships with supporters and friends.

Marketing and Communications

- Work with staff and Board to help develop, plan and execute a comprehensive multi-channel marketing and communications strategy annually that targets current and potential supporters.
- Prepare a monthly eNewsletter and discrete email fundraising and event campaigns.
- Design compelling Conservancy collateral materials including brochures, program literature, promotional materials and signs. Contract and supervise outside vendors as needed.
- Create and distribute promotional materials, including event invitations, event flyers, posters, ads and multimedia presentations.
- Manage creation of the Conservancy's Annual Report, including schedule, writing, design and printing. Contract and supervise with outside vendors as needed.
- Prepare and update internal monthly dashboard on year-to-date progress for Conservancy goals.

Events

- Assist in the planning, execution and promotion of live and virtual Conservancy events, including the Annual Meeting, Summer on the Emerald Necklace, Party in the Park and other events.

Media & Public Relations

- Build and maintain relationships with reporters and social media influencers and respond to media inquiries, working with communications consultant to pitch stories and articles to local reporters and publications.
- Draft, edit, maintain and disseminate media materials, including press releases, media advisories and media kits.
- Help identify and leverage new media opportunities.
- Maintain monthly media coverage files, up-to-date media lists and image library.
- Compile media packets for monthly board meetings

Visitor Services

- Work with the Director of Development and External Relations and the Visitor Center Assistant to design, implement and maintain a welcoming, inclusive and informative visitor experience.
- Plan, coordinate, schedule and promote a yearly slate of public and private tours through the Conservancy's Docent Program. Review and adjust curriculum and tour offerings as needed.
- Implement strategies and campaigns to increase public awareness and visitation of the Shattuck Visitor Center.

QUALIFICATIONS

The successful Marketing and Communications Coordinator will demonstrate an ability to think creatively using excellent judgment in a fast-paced and dynamic environment. The incumbent will be eager to work in a mission-focused non-profit organization and to seek maximum impact from limited resources, and will have the following:

- Bachelor's in marketing/communications or related field and/or several years of directly related experience.
- Strong understanding of social media (*Facebook, Twitter, Instagram, YouTube, LinkedIn*), digital marketing, and web analytics.
- Strong writing skills with an attention to detail and to brand consistency.
- Ability to communicate with a variety of constituents in a professional and welcoming manner.
- Ability to manage multiple deadlines and prioritize projects.
- Self-starter with ability to work independently or as part of a team.
- Knowledge of Microsoft Office suite (Word, Excel, Outlook), and experience with WordPress preferred.
- Graphic design skills; familiarity with Adobe Creative suite preferred.
- Knowledge of special events and media relations preferred.
- Experience working with designers, printers and other communications vendors preferred.

ADDITIONAL INFORMATION

- This is a full-time position beginning at the successful candidate's earliest availability.
- Occasional evening and weekend hours required, with prior notice.
- Salary range: \$39,000-\$45,000, depending on experience.
- Competitive benefits.

TO APPLY

Please submit a cover letter and resume by September 10 to hr@emeraldnecklace.org. Applications will be reviewed on a rolling basis.

Emerald Necklace Conservancy is an equal opportunity employer and seeks to recruit a diverse staff that reflects the communities served by the Emerald Necklace.