



May 2017

JOB OPPORTUNITY **Marketing and Communications Coordinator**

Are you a communications professional who wants to put your writing and social media skills to work on behalf of Boston's historic and vibrant park system? If yes, then join our team of committed park advocates. We are currently looking for an energetic and creative **Marketing and Communications Coordinator** who can expand the efforts of the Conservancy to increase the public's awareness, appreciation and use of, and support for the historic Emerald Necklace park system designed by Frederick Law Olmsted.

RESPONSIBILITIES

Reporting to the Director of External Relations, you will be charged with increasing the public's awareness, appreciation and use of and support for the Emerald Necklace and the work of the Emerald Necklace Conservancy through a mutually reinforcing program of social media, special events, publications and media relations:

Social Media

- Coordinate our social media platforms (Facebook posts, tweets and Instagram), creating daily content and ensuring consistent branding and messaging.
- Integrate new media ideas and trends into traditional communications.
- Create content for the Conservancy website.
- Develop strategies and campaigns to increase the number of followers and likes.
- Develop meaningful digital dialog and relationships with supporters and friends.
- Track and use social media analytics to help inform marketing strategies.
- Serve as social media advisor/coach to staff and board.

Events

- Manage our summer event series (concerts, movie nights, fitness classes, etc.) and assist in the planning, execution and promotion of other Conservancy events including the Annual Meeting and Speak Out lecture series.

Marketing & Communications

- Be an active member of the staff/board team that will develop, plan and execute a comprehensive multi-channel marketing and communications strategy.
- Prepare the monthly e-newsletter and other email marketing campaigns and communications.
- Help design and create compelling Conservancy collateral materials including newsletters, brochures, program literatures, and press materials. Contract and liaise with outside vendors as needed.
- Create and distribute promotional materials including event flyers, posters, ads and multimedia presentations.

Media & Public Relations

- Draft, edit and disseminate media materials, including press releases, media advisories and media kits.
- Build and maintain relationships with reporters and bloggers, and respond to media inquiries.
- Help identify and leverage new media opportunities.
- Maintain media coverage files, up-to-date media lists and image library.

QUALIFICATIONS

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

- Undergraduate degree in marketing, communications or related field and/or several years' directly related experience.
- Strong understanding of social media (Facebook, Twitter, Instagram), digital marketing, and web analytics.
- Strong writing skills with an attention to detail and to brand consistency.
- Graphic designs skills and familiarity with Adobe Creative suite preferred.
- Knowledge of special events and public/media relations helpful.
- Experience working with designers, printers and other vendors helpful.

This is a full-time position to begin in July or at the successful candidate's earliest availability.

TO APPLY: Please send a thoughtful cover letter highlighting your relevant experience and skills along with your resume to: hr@emeraldnecklace.org no later than June 5, 2017.

For more information about the mission and work of the Emerald Necklace Conservancy, please visit our website: <http://www.emeraldnecklace.org/>

Emerald Necklace Conservancy is an equal opportunity employer and seeks to recruit a diverse staff.