

FAIRMOUNT PARK

CONSERVANCY

Communications Coordinator

Organizational Overview:

Fairmount Park Conservancy exists to champion Philadelphia's parks. We lead capital projects and historic preservation efforts, foster neighborhood park stewardship, attract and leverage investments, and develop innovative programs throughout the 10,200 acres that include Fairmount Park and more than 200 neighborhood parks around the city.

Position Overview:

The Communications Coordinator will report to the Communications Manager and support the Communications Department with wide ranging exposure to all aspects of the department, which includes marketing, internal and external communications, social media, digital, video, graphic design, and content creation. We are the storytellers who bring the work of Fairmount Park Conservancy to life each day across various channels, hoping to engage audiences to help them understand the important role the parks and the Conservancy play in Philadelphia. The goal of our department is to raise the profile of the Conservancy to create a wider base of support for our work. The Communications Coordinator supports the team and will help us achieve that goal.

Responsibilities:

Content and Production Support

- Support communications, marketing, digital, video, and text content creation efforts, including graphic design, asset gathering, research, copywriting, and editing (emails, blogs, social posts, etc.)
- Work closely with the Communications team to create new content pieces and develop rollout plans for events and public programs
- Serve as liaison for programmatic departments, working closely with them to inform content ideas and assignments for the Communications team
- Serve as project manager for the weekly Philly Park Chatter email newsletter
- Manage all aspects of copy production including research, writing, editing, and internal approvals
- Curate elements for newsletters and reports
- Maintain a social media calendar that can be shared organization-wide and manage social media content creation, posting and calendaring
- Create Social Media Toolkits for all major events, programs and special initiatives
- Community engagement for organic and paid social media posts
- Stay current with best practices, strategies, and industry standards related to social media, marketing, and communications
- Maintain and update myphillypark.org content, including but not limited to, events calendar, news page, and photo galleries.

Administrative support

- Provide high-level administrative support to the Communications team on projects and executive activities, including coordination and management of tasks, calendar,

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telephone calls, and email correspondence; coordinate calendars across teams and oversee complex meeting scheduling.

- Assist with departmental administration, such as departmental calendar, meeting notes, providing logos, etc.
- Assist with special projects as needed

Tracking and reporting

- Identify social media trends, present key findings, and make recommendations through detailed reporting and data analysis
- Assist tracking of incoming web and press inquiries
- Create targeted outreach lists for media and influencers
- Maintain organized and detailed bi-weekly reports of engagement across communications platforms
- Manage online analytics reporting and collection of press coverage

Event support

- Assist with events and activations, including planning, organizing schedules, content, and on-site support such as photography and videography
- Other duties as assigned

Qualifications & Competencies:

- 2+ years of experience in marketing, communications, or related field
- Bachelor's degree or equivalent combination of education and experience.
- Digital native, social media wiz, and quick study of new digital tools
- Proficiency with Microsoft and Google products, productivity software and Adobe Creative Suite
- Basic photography and/or videography skills
- Experience with newsletter, email, and website platforms
- Passion and extensive knowledge of social media platforms
- Exceptional written communication skills and attention to detail
- Ability to handle multiple projects and competing priorities
- A true team player who jumps in and tackles new assignments and constantly looks for ways to help the department
- Strong and trusted collaborator
- Self-motivated, resourceful, dedicated, and organized
- Comfortable in a highly deadline-driven environment, and able to pivot calmly and quickly between tasks and adapt to rapidly shifting priorities
- Passion for Philadelphia's parks
- Ability to work occasional nights and weekends

Compensation:

The salary range for this position is \$40,000 - \$48,000. Additionally, Fairmount Park Conservancy offers a generous benefits package including health, dental, and vision, as well as life, disability and retirement.

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Anti-Discrimination Policy:

The Fairmount Park Conservancy does not discriminate based on ethnicity, race, gender or sexual orientation and encourages all qualified individuals to apply.

To Apply:

Thank you for your interest in the Fairmount Park Conservancy. Please prepare a formal letter of interest, resume, three work related references, and salary requirements as either PDF or Word documents and submit at

<https://app.smartsheet.com/b/form/d250369117dd488baa22a899d5c26268>.

Please, no phone calls or mailed applications. Deadline for application is October 25, 2021. Applications will be considered on a rolling basis.