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 100 neighborhood parks around the city.

Position Overview:

The Communications Coordinator is an integral part of the Communications team at Fairmount Park Conservancy. The position will primarily work on:

- Developing content for external audiences that increase engagement and help further the Conservancy’s goal of raising the public profile of the organization to widen our base of support.
- Translating projects and programs into content that engages park users, donors, advocates, and local Philadelphians.
- Coordinating, writing, and editing copy across print and digital platforms, including publications, print and electronic newsletters, press releases, social media, and web.

Responsibilities:

Content strategy and management:

- Collaborate with departments and subject matter experts across the organization to create new content pieces and develop rollout plans for events, public programs, the annual report, newsletters and fundraising campaigns
- Coordinate content calendar and production schedules for content pieces to ensure that all deadlines are met
- Conduct interviews and research for articles, Q&As and external communications
- Serve as a writer and content creator for the Conservancy’s annual report, released each spring
- Serve as project manager and concept, write, and edit content for monthly programmatic email newsletters, event specific e-blasts, biannual print donor newsletter, online blogs, the Conservancy’s homepage, and other print and digital collateral. Manage all aspects of copy production for these projects, including research, writing, editing, and internal approvals
- Manage Fairmount Park Conservancy’s photo and video library
Public Relations

- Serve as the primary liaison with external communications partners (Philadelphia Parks & Recreation, etc.)
- With input from the communications team, guide the strategy for press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media requests.
- Collaborate with our PR Consultant and media on press opportunities and interviews
- Write press releases, run of shows, and speaking remarks for public engagements, interviews, and press events
- Manage all media contacts
- Develop partnerships with members of the media.

Qualifications & Competencies:

- 3+ years of experience in marketing, communications, or related field
- Bachelor’s degree or equivalent combination of education and experience.
- Strong organizational and time management skills and a deep understanding of branding practices.
- Strong interpersonal skills; a can-do, collaborative attitude; ability to work with stakeholders across the organization.
- Proficiency with Microsoft and Google products, productivity software and Adobe Creative Suite
- Experience with newsletter, email, social media and website 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

Reporting and Management Duties:

This position reports to the Communications Manager and will work closely with all departments at Fairmount Park Conservancy.
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.

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.

COVID-19 Vaccination Requirement:

All employees at the Fairmount Park Conservancy must be fully vaccinated against COVID-19. Successful applicants will be required to show proof of vaccination. Reasonable accommodations will be considered for those with qualifying medical or religious exemptions.

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. Submissions will be reviewed on a rolling basis, application deadline is Friday, 4/1/2022.