

FAIRMOUNT PARK

CONSERVANCY

Communications Coordinator

Organizational Overview:

Fairmount Park Conservancy brings parks to life. We work with the City of Philadelphia and its communities to steward our parks and nurture our shared environment, cultural resources, and public health. 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, six other watershed parks, and more than 130 neighborhood parks and gardens around the city.

Position Overview:

The Communications Coordinator is an integral part of the Communications team at the Conservancy. The position is primarily responsible for developing informative and engaging content for external audiences, writing and editing information for print and digital platforms, and supporting internal communications and constituent engagement. The Communications team engages daily in marketing park activities and events, advocating for healthy park infrastructure, celebrating park communities, and highlighting the ways that our organization and supporters bring parks to life. The Communications Coordinator will play a vital role in sharing this information with our key audiences and expanding our reach and base of support.

This role directly reports to the Marketing & Branding Manager, works closely with the Director of Communications, Chief of Staff, and the Conservancy's PR consultant, and is expected to collaborate with all the program and project teams.

Responsibilities:

- Plan, write, and edit content for weekly email newsletters, event-specific e-blasts, print newsletters, social media posts, blog posts, the Conservancy's website, and other print and digital collateral.
- Manage all aspects of copy production for these projects, including research, writing, editing, and internal approvals, serving as project manager where appropriate.
- Collaborate with departments and subject matter experts across the organization to create new content pieces and support rollout and communication plans for events, public programs, the annual report, newsletters, and fundraising campaigns; conduct interviews and research for articles, talking points, and external communications as needed.
- Engage with constituencies and steward our digital network via management and monitoring of the Conservancy's social media accounts on Facebook, Instagram, and LinkedIn.
- Coordinate and ensure execution of weekly content calendar across blogs, social media, and newsletters.
- Support the Marketing & Branding Manager with developing visual assets such as flyers and graphics and maintaining brand and message consistency across all public-facing materials.
- Support for internal communication via weekly updates to all staff.
- On-site support at Conservancy events, including documentation (e.g., photography, event summaries, live posting), on average one weekend per month.

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- Create and share social media toolkits to highlight key campaigns, updates, and announcements.
- Track analytics for the Conservancy's website, newsletters, and social media accounts.
- Track and circulate Conservancy news mentions; maintain a library of news clips and update the website with news stories regularly.
- Coordinate with the Development Manager to manage the database of contacts and segmented mailing lists.
- Stay current with best practices, strategies, and industry standards related to social media, marketing, branding, and communications.
- Co-management of the Conservancy's photo and video library.

Qualifications:

- 3+ years of experience in marketing, communications, journalism, or related field.
- Bachelor's degree or equivalent combination of education and experience.
- Strong writing and editing background, with experience writing for multiple platforms and audiences.
- Strong organizational and time management skills
- A deep understanding of branding practices.
- Strong interpersonal skills; a proactive and collaborative attitude; ability to work with stakeholders across the organization.
- Proficiency with Microsoft and Google products, Canva, and Adobe Creative Suite.
- Experience with newsletter, email, social media, and website platforms. The Conservancy uses MailChimp and WordPress.
- Ability to handle multiple projects and competing priorities.
- Interest in and commitment to the mission of the Conservancy.
- Expectation of working some weekends and evenings at community and park events, including Conservancy events.
- Reliable access to transportation is required. The Conservancy operates under a hybrid model and in-office work is required 3 days per week.

Compensation:

The starting salary for this position is \$45,000-\$53,000. Additionally, Fairmount Park Conservancy offers a generous benefits package including health, dental, and vision, as well as life, disability, and retirement benefits.

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, and three work-related references as either PDF or Word documents and submit them to: [Application Form](#)

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Please, no phone calls, emails, or mailed applications. Submissions will be reviewed on a rolling basis. **The application deadline is Wednesday, April 30th, 2025.**