

FAIRMOUNT PARK

CONSERVANCY

Communications Specialist

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 across 10,200 acres, including Fairmount Park, six other watershed parks, and more than 130 neighborhood parks and gardens around the city.

Position Overview:

The Communications Specialist is an integral part of the Communications team, primarily responsible for developing clear, engaging, mission-driven content across print and digital platforms.

Working closely with colleagues across the organization, the Communications Specialist will tell the stories of the Conservancy's programs, projects, and community partnerships while also helping promote park activities and events to our key audiences. Through engaging and accessible content, this role will advocate for healthy park infrastructure, celebrate park communities, and highlight how our organization and supporters bring parks to life.

This role directly reports to the Marketing & Branding Manager and works closely with the Director of Communications and the Conservancy's public relations consultant.

Responsibilities:

- Plan, write, and edit content for weekly email newsletters, event-specific e-blasts, print newsletters, social media posts, blog posts, website updates, and other print and digital collateral.
- Research, develop, and draft content that highlights Conservancy projects and impact.
- Manage copy production for assigned projects, including initial information gathering, writing, editing, and coordinating internal review and approvals.
- Collaborate with subject matter experts across the organization to create new content and support communication plans for events, public programs, newsletters, fundraising campaigns, and the annual report.
- Conduct interviews and research to develop articles, talking points, and external communications.
- Coordinate weekly content calendar across blogs, social media, and newsletters.
- Manage and monitor the Conservancy's social media accounts on Facebook, Instagram, and LinkedIn, engaging with audiences and contributing ideas to grow reach and engagement.
- Track analytics for the Conservancy's website, newsletters, and social media accounts.
- Support the Marketing & Branding Manager in developing visual assets such as flyers and graphics while maintaining brand and message consistency.
- Create and distribute social media toolkits to help partners and stakeholders amplify key campaigns and announcements.

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- Monitor and circulate news coverage of the Conservancy, maintaining a library of news clips.
- Coordinate with the Development Manager to support management of contacts and segmented mailing lists.
- Assist with internal communication, including weekly staff updates.
- Provide on-site support at Conservancy events, including photography, social media coverage, and post-event summaries (approximately one weekend per month).
- Stay current with best practices and emerging trends in communications, storytelling, and social media.
- Co-manage the Conservancy's photo and video library.

Qualifications:

- 3+ years of experience in marketing, communications, journalism, or a related field.
- Bachelor's degree or equivalent combination of education and experience.
- Exceptional writing and editing skills, with experience conceptualizing and delivering original content.
- Ability to adapt voice and tone for different platforms and audiences.
- Demonstrated experience developing engaging content for digital platforms, including newsletters, blogs, and social media.
- Strong attention to detail, particularly when reviewing and editing written materials.
- Strong organizational and time management skills, with the ability to manage multiple projects and deadlines.
- Familiarity with branding practices and maintaining consistent messaging.
- Proficiency with Microsoft, Canva, and Adobe Creative Suite.
- Experience with email, social media, and website platforms. The Conservancy uses MailChimp and WordPress.
- Interest in and commitment to the mission of the Conservancy.
- Willingness to work occasional evenings and weekends and at community and park events.
- Reliable access to transportation is required. The Conservancy currently operates on a hybrid model. Full-time staff are required to be in the office a minimum of three (3) days per week.

Compensation:

The starting salary for this position is \$45,000-\$47,000. 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 Fairmount Park Conservancy. Please prepare a formal letter

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of interest, resume, and three work-related references as a PDF and submit them to: [Application Form](#)

Please, no phone calls, emails, or mailed applications. Submissions will be reviewed on a rolling basis. The application deadline is June 18th, 2026.