

**Position/Title:** Digital Marketing Coordinator

**Start Date:** Immediate

**Application Date:** January 31, 2019

**Contact:** Send resume, cover letter with writing samples to [marketingjobs@CityParksFoundation.org](mailto:marketingjobs@CityParksFoundation.org)

### **PROGRAM OVERVIEW**

City Parks Foundation (CPF) is the only independent, nonprofit organization whose mission is to offer programs in public parks throughout the five boroughs of New York City. We are dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through sports, arts, community development, and education programs for all New Yorkers. Our programs and community building initiatives -- located in more than 400 parks, recreation centers, and public schools across the city -- reach 300,000 people each year. Our ethos is simple: we believe thriving parks mean thriving communities.

- We present the largest free, outdoor performing arts festival in NYC through SummerStage, presenting artists of the highest quality across multiple disciplines and genres, and marionette puppet theater in all five boroughs with our Swedish Cottage Marionette Theater and the roving PuppetMobile.
- Partnerships for Parks, a public-private program of City Parks Foundation and NYC Parks, supports and champions a growing network of leaders who care and advocate for the transformation of their neighborhood parks.
- We connect youngsters to nature in the urban environment with education programs that provide learning experiences through classroom and hands-on activities in parks, urban forests, coastal areas, gardens, and recreation centers.
- Free golf, tennis, track & field, soccer, and fitness programs bring high-quality instruction and equipment into areas where few organized athletic opportunities exist. We offer leveled training, year-round scholarship coaching, and special pro events.

### **POSITION SUMMARY**

Reporting to the Director of Marketing & Partnerships, the Digital Marketing Coordinator will serve as CPF's online strategist, providing support for all departments of City Parks Foundation. The Coordinator is responsible for managing our online digital voice by creating, publishing, and curating content across web and email channels. The Digital Marketing Coordinator will be tasked with applying emerging web technologies and trends to grow our digital audience and identifying opportunities to join conversations regarding new digital markets and best practices. The Coordinator will lead social media growth, establish connections with key influencers, and use analytics to drive online engagement. Candidates must be well versed in MailChimp, WordPress, Google Analytics, Keynote/PowerPoint, Adobe Creative Cloud, online forms systems (JotForms, FormAssembly), Salesforce, Eventbrite, and more.

This position is an opportunity to work on diverse projects with massive New York City exposure. This position requires strong attention to detail, top-notch digital skills, strong writing skills and the ability to thrive in a fast-paced, collaborative environment.

### **RESPONSIBILITIES**

The Digital Marketing Coordinator will:

- Manage CPF's digital marketing strategy, executing and evaluating strategic campaigns for all programs.
- Develop benchmark analytics to measure results.
- Manage website using Wordpress CMS, including an event calendar and mobile website, and track web metrics.
- Fulfill partner benefits relating to digital media campaigns.
- Work with staff in other CPF departments to create compelling written and visual content and overarching digital media initiatives, leveraging CPF assets, including photos and graphics, to bring our mission to life.
- Keep CPF current with digital marketing best practices.
- Serve as the main point of contact for digital marketing agency and technical support vendors.
- Help oversee the Marketing Assistant and all social media strategies, best practice and social growth for CPF accounts.
- Work on digital marketing and web support for fundraising events, including event invites, email blasts, website updates, digital screen slides and more.
- Manage and build all online program registrations, including but not limited to CityParks Play (sports) and CityParks Learn (environmental education), and fundraising event ticket purchase forms.
- Oversee technology expenses as they relate to the marketing budget including: invoices, billing, and overall support.
- Collaborate with in-house Graphic Designer on digital and social marketing campaigns.
- Maintain a cohesive look and brand across all digital platforms, using established brand style guide.
- Manage, track and execute projects across all CPF departments in a timely manner.
- Work collaboratively with the Director of Marketing & Partnerships, the Marketing team, and all program staff.

### **QUALIFICATIONS**

- Ideal candidate will possess a minimum of 3 years of relevant experience
- Bachelor's degree required, digital marketing or a related field preferred
- Excellent written and oral communication skills
- Experience in Adobe Creative Cloud (Photoshop, InDesign, and Illustrator), MailChimp, WordPress, basic HTML, Google Analytics, Google AdWords, Keynote/PowerPoint, iMovie, online forms systems (JotForms, FormAssembly), Salesforce, Eventbrite, and fundraising platforms such as Classy
- Facility with Google Suite (Docs, Slides, Sheets, Drive)
- Highly organized, strong attention to detail, and the ability to handle multiple priorities at once
- Ability to work in a fast-paced, high-volume, and deadline-driven work environment
- A passion for art, culture, sports, environmental education, and/or community building
- Ability to prioritize and to work independently and proactively
- Ability to work well with multiple constituencies
- Willingness to work evenings and weekends (especially during the SummerStage May-Oct season)

### **WORKING FOR CITY PARKS FOUNDATION**

Benefits include excellent healthcare and dental package, vacation, paid holidays, 403(b) Retirement Plan, Transit Check program, life insurance, and flexible spending plan. City Parks Foundation is a collegial, mission-focused organization that values its employees and encourages professional growth and advancement.



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**Contact:** Interested parties should email cover letter, 3 writing samples, resume, and salary requirements to [marketingjobs@CityParksFoundation.org](mailto:marketingjobs@CityParksFoundation.org) with the subject 'Digital Marketing Coordinator'. In your cover letter, please comment on your digital marketing experience and technical skills. Thank you for your interest in City Parks Foundation, an equal opportunity employer. Only potential candidates will be contacted. No calls, please.