

Position/Title: Marketing Copywriter (Freelance)
Start Date: Immediate
Application Date: January 31, 2020
Contact: Send resume, cover letter with writing samples to 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 Senior Director of Marketing & Development, the Marketing Copywriter will serve as CPF's copy strategist, articulating our organization's voice, tone and message in an insightful way across our print and digital assets. The Copywriter is responsible for curating content throughout every aspect of CPF, for our website, e-newsletters, marketing materials, speciality print pieces and more. Ideal candidates will have experience in marketing writing with an interest in CPF's program areas - arts, sports, environmental education and community building.

This position is an opportunity to work on diverse projects with massive New York City exposure. This position requires top-notch, confident writing skills, attention to detail, the ability to meet deadlines and work collaboratively with the marketing team to create a brand voice.

RESPONSIBILITIES

- Write and edit marketing literature including promotional/fundraising emails and newsletters, web copy, social media posts, digital advertising materials, and more.

- Ensure that all copy aligns with CPF's branding strategy in terms of voice, tone, and messaging; addresses the specific needs of the targeted audience; and aligns with the best practices the specific medium
- Work on multiple assignments simultaneously.
- Conduct interviews and work with staff in CPF departments to collection information needed to create copy.

QUALIFICATIONS

- Creative and versatile writer with at least 3 years of experience creating dynamic copy in a marketing setting.
- Well-versed in foundational marketing concepts and best practices for crafting marketing materials that captivate readers and motivate them to take action.
- Familiarity with the nonprofit industry.
- A background in marketing, advertising, journalism, creative writing, English, or a related field.
- Comfortable crafting long- and short-form content for a wide range of print and digital formats.
- Ability to deliver clean, compelling, and error-free copy.
- Highly organized, strong attention to detail, and the ability to handle multiple priorities at once.
- A passion for art, culture, sports, environmental education, and/or community building.
- Ability to prioritize and to work independently and proactively.

Contact: Interested parties should email a cover letter, resume, 3 diverse writing samples, and hourly pay requirements to marketingjobs@CityParksFoundation.org with the subject 'Marketing Copywriter'. Thank you for your interest in City Parks Foundation, an equal opportunity employer. Only potential candidates will be contacted. No calls, please.