

**Position/Title:** Marketing Director (Hybrid)

**Start Date:** Immediate

**Application Deadline Date:** May 31, 2022

**Contact:** Send resume & cover letter to [marketingjobs@CityParksFoundation.org](mailto:marketingjobs@CityParksFoundation.org) with "Marketing Director" in the subject

### **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. At CPF, we are dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through arts, environmental education, sports, and community building programs for all New Yorkers. Our ethos is simple: we believe thriving parks mean thriving communities.

- We produce *SummerStage*, the largest free, outdoor performing arts festival in NYC, presenting world-class artists from across the globe and our own neighborhoods on our mainstage in Central Park and in local parks in all five boroughs, and our Swedish Cottage Marionette Theatre and roving PuppetMobile present marionette puppet theater throughout New York City.
- Partnerships for Parks, a public-private program of City Parks Foundation and NYC Parks, supports and champions a growing network of community leaders who care and advocate for the transformation of our neighborhood parks.
- We connect youngsters to nature in the urban environment through progressive, experiential teaching. Using parks as classrooms, we provide learning experiences and hands-on activities in urban forests, coastal areas, and gardens.
- 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 Director will serve as CPF's lead marketing strategist, providing support for all departments of City Parks Foundation. The Marketing Director will join a 13-person Development and Marketing team, increasing awareness and visibility of our free programs in New York City parks. Managing a full-time staff of three and additional seasonal part-time staff, this position will oversee digital and social media marketing, public relations outreach, art direction, media and marketing partnerships, grassroots outreach, marketing collateral and more. The Marketing Director will be tasked with implementing highly effective marketing plans and seeking out new strategies to grow our audience and drive engagement.

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 marketing skills, strong writing skills and the ability to thrive in a fast-paced, deadline-oriented, collaborative environment.

### **RESPONSIBILITIES**

- Develop, execute and evaluate an overall marketing strategy for City Parks Foundation.

- Collaborate with the Senior Director of Marketing & Development to create and implement high-level marketing strategies and tactics specifically tailored to each program while also focusing on the institution's overall brand awareness.
- Strategize collaboratively with the program teams and senior leadership to meet their marketing expectations, raise visibility for the organization among NYC decision-makers, and increase attendance at CPF programs.
- Lead the marketing team to efficiently develop ways to increase awareness and attendance at CPF programs and events.
- Oversee external public relations agencies to manage all publicity strategies including press releases, media announcements and to develop story pitch ideas for placement in local and national print and digital media, radio, and broadcast.
- Manage overall creation and distribution of marketing collateral, including a wide variety of grassroots marketing strategies.
- Lead design and creation, vendor negotiations, and ordering of all branded print materials and signage.
- Maintain excellent and cohesive communications and branding across all marketing, using an established brand style guide.
- Lead, improve and oversee CPF website, e-newsletters, and all social media channels while utilizing strong data analysis skills to determine best practices and optimal strategy.
- Manage an external social media advertising and street team marketing agency.
- Develop strategic media and marketing partnerships in addition to managing an annual media buy budget to support all programs.
- Oversee all CPF media assets including videography and photography projects, including serving as the marketing lead on all event live streaming.
- Collaborate with the fundraising teams to support corporate partnerships, membership programs, special fundraising events, institutional giving and execute marketing deliverables for all funders.
- Provide marketing, design and press support for all fundraising events, including a Gala at SummerStage and Tennis Benefit at the U.S. Open, as well as an annual Year End Appeal campaign.
- Manage, track and execute projects across all CPF departments in a timely manner.
- Lead a team of summer seasonal staff, including SummerStage on-site assistants and interns, a seasonal copywriter and a year-round internship program.
- Summarize and present marketing efforts and results in monthly and quarterly reports and meetings with board members and CPF stakeholders.

## **QUALIFICATIONS**

- Bachelor's degree with a minimum of 8+years experience in marketing and/or communications
- Excellent oral and written communication skills
- Highly organized, strong attention to detail, and the ability to handle multiple priorities at once
- Experience managing a team
- Ability to work in a fast-paced and deadline-oriented work environment
- Highly collaborative, motivated, flexible, and proactive with strong problem-solving skills
- Ability to prioritize a high volume of simultaneous projects, to work independently and proactively
- Familiarity with Google Suite, Salesforce, Wordpress, Mailchimp and social media platforms such as Facebook, Twitter, Instagram, TikTok and YouTube a plus
- Willingness to work evenings and weekends at events throughout the five boroughs (especially during the SummerStage May-Oct season)

- Passionate about performing arts, culture, sports, environmental education and/or community building programming in our parks

**WORKING FOR CITY PARKS FOUNDATION**

Benefits include a hybrid work schedule, excellent healthcare and dental package, vacation, paid holidays, 403(b) Retirement Plan and flexible spending plan. City Parks Foundation is a collegial, mission-focused organization that values its employees and encourages professional growth and advancement. ***\*Please note that all employees of City Parks Foundation must show proof of COVID-19 vaccination to be eligible for work***

**CONTACT**

Interested parties should email cover letter, resume, and salary requirements to: [MarketingJobs@CityParksFoundation.org](mailto:MarketingJobs@CityParksFoundation.org). Put "Marketing Director" in subject header.

Thank you for your interest in City Parks Foundation, an equal opportunity employer. Only potential candidates will be contacted. No calls, please.