

Job Title:	Marketing and Communications Manager
Department:	Development
Work Location:	Hermann Park, Houston, TX
Full-time/Part-time:	Full-time salary

Hermann Park Conservancy is a citizens' organization dedicated to the stewardship and improvement of Hermann Park—today and for generations to come.

Job Description

The marketing and communications manager will have primary responsibility for all external communications, marketing initiatives, the Conservancy membership program, collateral content and printing management, e-communications, public relations, social media, and media relations. The marketing manager will oversee a multifaceted marketing program, to raise awareness of all Conservancy initiatives including the expansion of the membership program, and promotion of all events, programs and happenings among various constituencies, including community partners, corporate sponsors, donors, members, and public officials.

Primary Responsibilities

Membership Program

- Manage the Conservancy's membership program including major membership campaigns and all mailings, membership renewals, membership board committee, membership reporting, membership collateral, graphics, and marketing ideas to gain and retain members
- Strategic plan for member communications and renewal program
- Responsible for writing and managing content for membership renewal letters and acknowledgement letters
- Prepare lists, generate, mail out, and code in Raiser's Edge monthly membership renewal letters and emails
- Prepare and distribute monthly membership list
- Plan and execute all membership events and programs

Publications/Collateral

- Manage from start to finish three Parkside newsletters yearly and the annual report: including, but not limited to, requesting written articles and photos from staff, organizing and proofreading drafts, coordination with the graphic designer, printer, and mail house
- Write, edit, or proof content of all Conservancy printed materials and collateral (including but not limited to signage, brochures, invitations, and sponsorship packages)
- Develop graphic materials for grants, award applications, proposals, programs, initiatives and, other documents as needed
- Maintain and update yearly communications calendar and overall communications and marketing strategy
- Work with all Conservancy departments to develop applicable channels for the promotion and ticketing of programs and events
- Approve all external messaging from various Conservancy departments according to brand and style standards
- Write all Conservancy ask and acknowledgement letters, with the exclusion of letters relating to fundraising events

Public and External Relations

- Act as HPC's public relations and media coordinator including updating media list and contacts in Raiser's Edge, sending out press releases to media contacts, trafficking general media inquiries and photo

requests, coordinating and supervising all media visits in coordination with Houston Parks and Recreation Department, monitor press coverage and maintain press archives with intern help

- Devise, implement, and oversee all media and external communications plans to promote all Conservancy initiatives, news, events, and programs
- Coordinate event photographers and media as well as pre- and post-event media coverage, work with photographers at event to gather photo IDs and obtain desired photos for publication
- Coordinate speaking programs for Conservancy events and write all talking points for public officials, event chairs, and Conservancy leaders
- Work with community leaders by sending periodic updates on Hermann Park happenings and Conservancy achievements
- Work to promote all Conservancy community events and programs, and identify potential community and media partners
- Research, write, and submit award applications as needed

Website/Digital Content

- Develop, implement, and manage the Conservancy's online presence and strategies, including management and routine maintenance of Conservancy's website using a content management system (CMS) and online giving webpages, working in conjunction with the community event and program managers when applicable
- Update and maintain the Conservancy's online giving pages in accordance with timelines for projects and special events, working in conjunction with the community event and program managers when applicable
- Develop strategies for and manage presence on social media platforms, including Facebook, Twitter and Instagram
- Write, edit, and prepare all content, including graphics and distribution lists, for electronic communications, including monthly *e-news*, announcements, invitations, and HPC events and programs through Blackbaud's Online Express email system, working in conjunction with the community event and program managers when applicable

Miscellaneous

- Manage 1-2 Membership/Marketing Interns, who work on anything from membership recruitment at the membership tents in the Park to help with social media, writing needs, special events, and mailings
- Work with venue manager on an annual marketing and advertising strategy to meet revenue goals and promote awareness of the rentals space(s)
- Work with director of development to create the annual budget to support marketing and community outreach initiatives and membership
- Participate as a member of the Urban Green Steering Committee, the Conservancy's young professional's group
- Design presentations for sponsors/donors, general public, and bi-monthly board meetings
- Fulfill photography needs for Conservancy events and Park/scenery images by working with the photographers and Conservancy employees to ensure coverage
- Bi-weekly reports to director of development and president, including web and social media analytics and progress against annual goals
- Other duties as assigned

Qualifications

- Bachelor's degree
- 3 years' experience in marketing and communications/non-profit or related field
- Proven ability to be highly organized and able to initiate, prioritize, and manage multiple, varied, and detailed tasks; ability to be flexible with work schedule, projects, and tasks
- Strong attention to detail in a fast-paced, deadline driven environment
- Experience working in a team environment

- Ability to interact successfully with staff members, volunteers, donors, and board members
- Proven ability to create and manage budgets
- Excellent verbal and written communication skills
- Advanced computer skills in MS Office, particularly in MS Excel, Word, and PowerPoint
- Working knowledge of Blackbaud's Raiser's Edge
- Experience working with Adobe Creative Suite
- Proficiency with social media platforms – Facebook, Twitter, and Instagram
- Ability to work weekend and evening hours, as required

How to apply:

Mail, fax or email cover letter and resume to:

Hermann Park Conservancy

Attn: Meghan Miller

1700 Hermann Drive

Houston, Texas 77004

Fax: 713.524.5887

E-mail: development@hermannpark.org

No phone calls please.

Hermann Park Conservancy is an equal opportunity employer.