Job Title: Public Relations & Marketing Manager
Department: Advancement
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
Hermann Park Conservancy is seeking a marketing and communications professional to join the advancement team to oversee the membership program, public communications and engagement. The Membership and Marketing Manager role focuses on telling the story of the Conservancy’s work in order to grow the membership program and increase public engagement and support. The position is responsible for all Conservancy membership programs (including Urban Green), publication collateral content and printing management, e-communications, public relations, social media, and media relations. The marketing manager will oversee a multifaceted marketing program, to include media and sponsorship initiatives for all Conservancy events and programs, expansion of the membership program, and promotion of happenings among various constituencies, including community partners, corporate sponsors, donors, members, and public officials.

Primary Responsibilities
• Determine communications campaigns that will help further organizational goals
  – Devise, implement, and oversee all media and external communications plans to promote Conservancy news, events, and programs
  – Work with board committees to identify and accomplish strategic program goals
• Promoting the organization and its initiatives and activities on various channels
  – Manage content calendar that meets the organization’s communication and marketing goals
• Increasing brand awareness on various social media platforms
  – Requires ability to utilize Google Analytics and social media data to measure success and inform communication initiatives and strategies
• Develop and implement marketing and communications strategies supporting venue rental sales, including lead generation, and monitor their success
• Create and/or oversee the creation of marketing and communications collateral to ensure brand consistency
• Developing content for organization newsletters
  – Produce and publish a monthly e-newsletter
  – Manage from start to finish print publications including three Parkside newsletters yearly and the annual report. Process includes, but is not limited to, writing and compiling written articles and photos on topics that raise awareness of Conservancy initiatives and impact on Hermann Park, organizing and proofreading drafts, coordination with a graphic designer, printer, and mail house.
• Responsible for drafting communication with constituents including letters, emails and other fundraising-related materials
• Write, edit, and proof content of other printed materials (for example, signage, invitations, and sponsorship packages)
• Responsible for the Conservancy’s communications and marketing strategy in coordination with the board committee
• Approve all external messaging from various Conservancy departments according to brand and style standards
  – Monitor brand and style standards in the Conservancy gift shop and provide feedback to Director of Advancement
• Act as public relations and media coordinator
  – Tasks include maintain current contacts lists, active engagement with media contacts, sending out press releases and coordinate event coverage, processing 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.
• Identify and cultivate potential community and media partners
• Coordinate speaking programs for Conservancy events; write talking points for public officials, event chairs, and Conservancy leaders
• 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)
• Design PowerPoint presentations for sponsors, general public, and board meetings
• Maintain an organized photo archive
• Fulfill photography needs for Conservancy events and Park/scenery images by working with the community and Conservancy employees to ensure coverage
• Administrative duties include answering main Conservancy office phone line and responding to and/or fielding emails and messages to general Conservancy email addresses
• Monthly reports to Director of Advancement and President on set performance metrics
• Other duties as assigned

Requirements
• Provide a portfolio of writing samples; including short and long form
• Bachelor’s degree in a writing intensive major such as Communications, English, Journalism and History
• Three years’ experience in marketing and communications including social media and website management
• Excellent communication and presentation skills
• Good analytical and problem-solving skills
• Good time management and organizational skills
• Must be strong at writing a narrative and communicating ideas in writing as well as use of persuasive language, when needed
• Proven ability to prioritize tasks
• Highly motivated and creative individual
• Advanced computer skills in MS Office Suite, particularly MS Excel, Word, and PowerPoint
• Experience working with Adobe Creative Suite required
• Advanced proficiency with social media platforms – Facebook, Twitter, and Instagram
• Experience with Hootsuite preferred
• Ability to work 1-2 evening events or meetings per month