



## **NATURAL AREAS CONSERVANCY**

### **Communications and Public Outreach Manager**

#### **ORGANIZATIONAL OVERVIEW**

The Natural Areas Conservancy is a champion of over 10,000 acres of New York City's woodlands and coastal areas for the benefit and enjoyment of all. Our team of scientific researchers and experts preserve and promote ecological diversity and resilience across the five boroughs. A non-profit organization, the Natural Areas Conservancy participates in a public-private partnership with the NYC Department of Parks & Recreation (NYC Parks) to enable high quality long-term conservation and management of the City's forests and wetlands. A key part of our focus is increasing awareness of and opportunities for the general public to experience and appreciate NYC's abundant nature and diverse ecology.

#### **POSITION OVERVIEW**

The manager will work with the Executive Director and Director of Strategic Initiatives to develop and achieve the communications priorities for the organization. The manager will lead social and earned media strategies and will also plan, promote, and execute the organization's public education and volunteer events. The manager will report to the Director of Strategic Initiatives. Salary will be commensurate with experience.

#### **MAJOR RESPONSIBILITIES**

- Writing and editing for both online and print materials. This includes the organization's website and quarterly newsletter.
- Develop annual communications and public engagement goals.
- Manage the development and distribution of all print, electronic, and collateral content.
- Develop and pitch stories for earned media and act as liaison to communications consultants.
- Develop materials for media relations (print, broadcast, and online) and plan and organize media events.
- Develop strategies and content for the organization's social media platforms.
- Plan, promote, and execute educational (including tours and lectures) and volunteer events and assist with fundraising events.
- Manage relationships with outreach partners including NYC Parks and non-profit organizations.

#### **PREFERRED SKILLS/QUALIFICATIONS**

- Bachelors' degree is required, preferably in journalism, communications or marketing, and master's degree is preferred. A minimum of three years' work experience in this field is required.
- Significant professional experience in writing, communications, and media relations is required.



- Exceptional written and oral communications skills. An ability to interpret technical information for a general audience is preferred.
- Proven experience with program development and event planning is preferred.
- Proven interest in volunteerism, environmental programs, and public parks.
- Proven ability to carry forward projects independently and collaborate with a team.
- Microsoft Office experience is required, and basic graphic and web design experience is preferred.
- Willingness to work occasional evenings and weekends.
- Valid New York State driver license.

**To apply, please submit a cover letter, resume and a two 1-2 page writing samples (including a press release) to: [jobs@naturalareasnyc.org](mailto:jobs@naturalareasnyc.org) and note the job title in the subject line.**

