



## JOB DESCRIPTION

<b>Position Title:</b>	<b>Marketing and Communications Assistant</b>
<b>Reports To:</b>	<b>Deputy Director, Strategic Initiatives &amp; Development</b>
<b>Salary Range:</b>	<b>\$21.75-\$25.00</b>
<b>Supervises:</b>	<b>0</b>
<b>Requirements:</b>	<b>City of Buffalo Residency, Valid NYS Driver's License</b>

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### **Position Summary:**

As part of the Development and Communications team, the Marketing & Communications Assistant will oversee the development and implementation of a robust marketing, public relations, and communications strategy – both paid and organic – in support of the Conservancy's strategic goals and in alignment with the organization's mission. The Marketing & Communications Assistant will support the development of annual organizational messaging and be responsible for the creation of aligned long and short form content across all channels.

The Marketing & Communications Assistant will report directly to the Deputy Director, Strategic Initiatives & Development. This position will work cross-departmentally supporting the Development team, the Executive office, and other organizational departments as needed with marketing, communications, and public relations needs. This position also plays a key role in the execution of fundraising events, producing all related marketing materials and managing event logistics in partnership with the Development & Stewardship Officer.

This is a full-time position, working 40 hours per week with non-exempt status according to the Fair Labor Standards Act and the NYS Department of Labor. Overtime hours may be required at certain times, with supervisor approval. The workweek may include flexible schedules depending on the workload, with some weekend work necessary.

### **Benefits:**

This position is Class 1 according to the Conservancy's employee handbook and as such benefits include medical, dental and vision plans with an employer provided allocation toward monthly premiums. A 403(b)-retirement plan with employer match. Paid vacation, personal and sick time. Employees receive up to 13 ½ paid holidays per year.

Additional benefits include: a golf season pass for employees, as well as ongoing in-house training on various topics, and a flexible schedule based on the needs of the Conservancy.

**Duties and Responsibilities:**

**Marketing & Communications:**

- Create and implement annual messaging strategy outlining key messages that align with Conservancy communications goals, as well as messaging documents for fundraising and donor materials, key events, advocacy issues, press events, marketing materials, and more
- Draft long and short form content for all externally facing channels and tactics including but not limited to website, email blasts, social media, press materials, articles, and fundraising and donor-focused communications
- Manage social media channels, including drafting and posting content and monitoring and responding to comments and direct messages
- Manage the Conservancy's website through the development of content and regular updates in partnership with external website developer
- Develop creative plans and messaging for marketing materials, executing directly or in partnership with external vendors as needed, managing all projects from conception through printing and final delivery – including but not limited to mass mailings, targeted mailings, fundraising appeals, and event materials; in coordination with the Development & Stewardship Officer for all fundraising-related materials
- Assess, develop, and implement a paid marketing plan that includes managing relationships with paid partners and tracking paid opportunities within budget
- Oversee development of and adherence to the Conservancy brand guide
- Develop and manage in-park branding in coordination with relevant staff and vendors
- Prepare regular communications reports that include media coverage, social media engagement, and metrics for success
- Research marketing and social media industry trends and generate ideas around trending topics relevant to the Conservancy's mission
- Assess all marketing and communications work with an IDEA (inclusion, diversity, equity, and accountability) lens

**Media & Public Relations:**

- Develop media relations materials including press releases, media alerts and advisories, pitches, and briefing documents
- Plan and execute media events
- Conduct media outreach and follow up with press inquiries in partnership with the Deputy Director
- Maintain and update a media list of local, regional, and statewide reporters
- Develop and implement a tracking system for all marketing and public relations tactics

**Fundraising Events – Execution & Marketing:**

- Execute all fundraising and stewardship event logistics in partnership with the Development & Stewardship Officer
- Produce all event marketing materials including invitations, signage, and promotional content

**Development Support:**

- Under the direction of the Development & Stewardship Officer, develop and produce donor-facing communications, fundraising appeal materials, and messaging strategy for campaigns, events, and advocacy initiatives, and provide marketing and communications support to the Development team as needed

**Additional Expectations:**

- Aligns with the Conservancy's commitment to creating an inclusive, equitable, and accountable working environment for all staff and park system for all park users
- Perform other duties as assigned by management

**Qualifications and Requirements, (Knowledge, Skills and Abilities):**

- City of Buffalo residency within six-(6) months of hire date
- Bachelor's degree in communications, marketing, public relations, or related field
- Minimum of two (2) years' communications, marketing, or relevant experience
- Thorough understanding of marketing and public relations strategies and tactics, including paid and organic approaches
- Interest in parks, landscapes, historic preservation, and environmental causes
- Exceptional verbal and written communication and presentation skills
- Strong visual eye required; experience in photography preferred
- Demonstrated creativity and visual sensibility in developing compelling marketing and communications content
- Savvy interpersonal skills with an ability and desire to relate to diverse groups of people both internally within the organization and externally
- Proficiency in Microsoft Office Suite, and social media platforms including Facebook, Instagram, and LinkedIn
- Experience managing external vendors including graphic designers, photographers, printers, and web developers
- Exceptional organizational abilities with attention to detail and accuracy
- Ability to multitask, prioritize, and work under pressure to meet deadlines and follow protocols in a fast-paced environment; with flexibility to adjust plans and tactics if needed
- Motivated to perform in a constructive, supportive team environment across departments

**Physical Demands and Working Conditions:**

- Predominantly a desk performance position; with some field work with staff, donors or vendors out in the parks
- Job duties may require an employee to bend, reach, stoop, sit, stand and/or walk for extended periods of time as well as lift and/or move heavy objects at times up to 30 lbs.;
- These job duties may require an employee to drive distances between park features or locations;
- Must continuously foster a team approach to working in the park environment;
- Some evening or weekend work may be required.
- Must be able to adapt to ever-changing resources and limited budget.

Buffalo Olmsted Parks Conservancy, Inc.  
Job Description – Marketing & Communications Assistant (Continued)

*Buffalo Olmsted Parks Conservancy, Inc. is committed to diversity in the workplace. Buffalo Olmsted Parks Conservancy, Inc. is an equal opportunity employer.*

*This job description is intended to identify and list the responsibilities, duties and qualifications for the position. It cannot be considered all-inclusive, however, as changing organizational circumstances can result in changes to some of those responsibilities, duties and qualifications. Further, every task supporting the functioning of the position may not be listed or not listed in detail. This job description does not constitute a contract of employment.*