



NATURAL AREAS CONSERVANCY

Communications and Public Outreach Manager

ORGANIZATIONAL OVERVIEW

The Natural Areas Conservancy is a champion of over 20,000 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 Deputy Director of Development and Communications to develop and achieve the communications priorities for the organization. The manager will oversee internal and external communications, lead earned and social media strategies, and manage the organization's website and newsletter. The manager will also plan, promote, and execute the organization's public engagement and volunteer events. The manager will report to the Director of Development and Communications. Salary will be commensurate with experience.

MAJOR RESPONSIBILITIES

- Write and edit both online and print materials. This includes the organization's website and quarterly newsletter and formal reports and publications.
- Manage the development and distribution of all print, electronic, and collateral content.
- Develop materials for media relations (print, broadcast, and online), pitch stories 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.
- Contribute to fundraising proposals to support communications and public outreach initiatives.

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 and proposal writing experience 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 and note the job title in the subject line.

