

Job Position: Communications Senior Manager

Mill River Park Collaborative, Stamford, CT

Mill River Park Collaborative (MRPC) is a 501 (c)(3) non-profit organization, whose mission is to create, improve, and program a vibrant 30+ acre park in the heart of Stamford. Visit www.millriverpark.org for more information.

DESCRIPTION:

This newly created position will allow MRPC to accelerate and grow the park's communications and marketing vision, with a focus on our shift towards predominantly digital marketing. The Communications Manager is responsible for the successful development and implementation of a comprehensive communications strategy designed to promote Mill River Park programs, fundraising, and facilities, in collaboration with senior leadership across the organization. Working closely with the VP of Development and Program team, this position will encompass print and digital initiatives including execution of advertisements, email marketing, in-house digital displays, social media, a rebuild of the organization website, posters/flyers/banners, PR initiatives, special events, a host of development/ fundraising collateral and more. Completion of this body of work will include execution by this role as well as oversight of junior staff.

The ideal candidate is a motivated self-starter who is comfortable making leadership decisions and collaborating across departments within the organization. The role is fast paced with a high volume of work; organization, strong communication skills, and self-motivation are vital. Responsibilities include quality assurance for all marketing materials; a rigorous editorial approach and a strong aesthetic sense are key.

RESPONSIBILITIES

- Brand Management: serve as the brand manager, creating and maintaining the integrity of MRPC digital, print, and social media.
- Create and implement a strategic communications/marketing plan with a goal of heightening MRPC as an essential environmental learning center and community greenspace in Fairfield County, including marketing calendar and analytics.
- Work with program staff to promote and increase attendance at the park's array of educational and community programs, and rental properties.
- Provide feedback and mentorship to junior staff to ensure proper branding, quality, and timely completion.
- Manage the organization's website and social media channels. Provide updates and relevant postings, and direct junior staff on day-to-day management.
- Manage creative development and execution of assets for print and digital media such as monthly newsletters, promotional material, and the park's website.
- Assist with planning and development of fundraising materials and projects such as the Annual Report, Appeals and MRPC's annual Gala.
- Manage external vendors such as graphic designer, video, and photography consultants.
- Oversee cataloging of MRPC's video and photo library

QUALIFICATIONS

- Portfolio that demonstrates experience with developing, managing and/or launching a communications strategy or plan for a business or organization.
- Bachelor's degree in Communications or Marketing and 6-8 years of professional experience, or 10+ years of work experience without a degree
- Excellent verbal, written, graphic, and interpersonal communications skills, with an eye for grammar and

brand / voice consistency.

- Experience and passion for connecting with a diverse audience.
- Proactive; able to work independently as well as with a team.
- Must have a collaborative attitude and enjoy cultivating relationships.
- Excellent organizational skills including a demonstrated ability to meet tight deadlines and manage multiple tasks simultaneously
- Graphic skills and experience with Donor Perfect preferred.
- Experience with web analytics, basic understanding of HTML, SEO, content management systems, and email marketing programs strongly preferred.
- Management experience a plus.
- Strong familiarity or passion for parks, public open space, natural spaces a plus.

PROGRAMS USED

- Hootsuite
- Canva, Adobe suite
- Wordpress
- MailChimp
- Social media - Instagram, FB, Twitter, LinkedIn
- Google Business
- DonorPerfect
- Adobe Suite
- Microsoft Office

Salary range \$60,000 to \$80,000 depending on skills and experience. Flexible work environment including option to work primarily remote, includes full benefits package. To apply please submit your cover letter, resume and salary requirement to jobs@millriverpark.org. Only those whose applications are being considered will be contacted.

Mill River Park Collaborative is an equal opportunity employer and consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation or any other legally protected status.

Interviews are by appointment only. No telephone calls, please. Finalist candidates will be asked to provide writing samples and other examples of their portfolio of work.