



FRIENDS OF THE HIGH LINE

POSITION DESCRIPTION

Deputy Director of Communications and Marketing

Friends of the High Line (FHL) is the NYC Department of Parks & Recreation's non-profit partner working to ensure the park on the High Line is maintained as a great public place for all New Yorkers and visitors to enjoy. In addition to overseeing the maintenance, operations, and public programming for the High Line, Friends of the High Line is currently working to raise the essential private funding to help complete the High Line's construction and create an endowment for its future operations.

The Deputy Director of Communications and Marketing is responsible for developing and maintaining the organizational brand; managing the production of all external materials and publications; developing and pitching story ideas; and serving as organizational and project spokesperson to the media and the public. The Deputy Director reports to the Co-Founder and oversees staff in the Communications department.

Job Description

This is a full-time position with additional weekend and evening hours as needed. Responsibilities include but are not limited to:

- Creating overarching organizational media strategy;
- Developing and pitching story ideas on a variety of topics;
- Producing content and overseeing production of quarterly donor newsletter;
- Overseeing content and calendar for email newsletters, Web site, blog, Facebook, and Twitter;
- Developing specific media strategies around public programs, art, fundraising, etc.;
- Coordinating media tours of the High Line;
- Fielding incoming media inquiries and assembling relevant background materials;
- Producing talking points and statements for dissemination to media and public;
- Writing, distributing, and following up on press releases and event calendar listings;
- Handling media during FHL fundraising events and public programs;
- Cultivating and building relationships with members of the media;
- Overseeing ongoing market research and data analysis initiatives;
- Representing FHL through public speaking and community engagements;

Qualifications

The successful candidate will be a skilled public relations or communications professional with at least five years of related experience. Proficiency in all aspects of media relations and a demonstrated familiarity with non-profit communications are required. The candidate must have experience in project management, particularly of publications. A thorough understanding of a variety of communications, including written, graphic, and Web-based, is crucial.

To Apply

Submit cover letter and resume to: jobs@thehighline.org. Only those whose applications are being considered will be contacted. No phone calls please.

Friends of the High Line is an equal opportunity employer and considers 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.