

## Position Profile for a Communications Strategist

### **Pittsburgh Parks Conservancy Mission Statement:**

Improving quality of life for the people of Pittsburgh by restoring the park system to excellence in partnership with government and the community. Projects and programs are conducted with respect for the environment, historic design, and the needs of our diverse region.

### **Position Summary:**

This position plans, implements, and measures a broad spectrum of communications initiatives for the Pittsburgh Parks Conservancy (PPC). The successful candidate will provide communications leadership through content development, digital communications strategy and leadership, media relations expertise, and project and program management.

The ideal candidate loves parks, uses Pittsburgh's public parks, and is able to proactively and effectively communicate that personal interest and appreciation in all parks communications.

### **Key Accountabilities:**

- Research and interview internal and external subject matter experts to create original, timely accurate, engaging, and well-crafted content for PPC publications, website, news releases, emails, fact sheets, newsletters, social media posts, and special promotions. Modify content for appropriate audiences and communication deliverables.
- Provide professional communications that align with the mission, vision, values, goals, and objectives of the PPC, and meet the needs and interests of diverse Pittsburgh communities.

- Develop and distribute news releases and email announcements that highlight the programs, services, and accomplishments of the PPC, translating potentially complex information to appropriate reading and interest levels.
- Develop content for designated PPC publications, working in collaboration with Communications and Marketing team members and internal staff to meet publication objectives.
- Assist with developing new content and revising existing content for the PPC website and internal communications channels.
- Lead creation of concise, engaging social media posts.
- Apply creativity and imagination to develop materials and adapt previously written content to achieve organizational goals and reach specific audiences.
- Ensure that all written content receives necessary approvals prior to publication.
- Participate on project teams with PPC staff, contractors and others to coordinate, produce, and deliver requested materials.
- Collaborate with the Communications and Marketing team on annual editorial calendar and writing projects.
- Assist in the development of Communications and Marketing department policies and procedures that promote best practices for the department and organization.
- Provide assistance in strategic planning, media relations, editorial calendars, project management, and crisis communications.
- Provide proofreading and editing of existing material for proper grammar, punctuation, usage, and reading level best practices.
- Serve as leader and advocate for excellent user experience on PPC's website, serving as department expert on content, content management software, and utilizing cutting-edge web-based marketing and

communication tools to effectively reach a full range of internal and external audiences.

- Develop, write, edit, proofread and publish updates in content management system, applying communications best practices such as usability, reading level, mobile compatibility, and branding. Monitor content quality, manage content life cycle using analytics, and edit or discard outdated or irrelevant content.
- Develop, recommend, and implement annual strategic plans for PPC website; defining areas for improvement and clearly identifying improvement strategies and implementing recommended changes.
- Lead collaborative effort to manage and edit content on PPC website to ensure it is user friendly, organized, up-to-date, and accurate. Develop and implement web content schedule.
- Develop and manage monthly process for annual content reviews and audits with department directors, and ensure all pages are reviewed on schedule.
- Develop style guides and procedures for writing new copy, editing existing text, updating images to meet goals for site and needs of users, while ensuring consistency of tone and messaging throughout all online content. Develop training materials and delivery of training presentations.
- Support media relations programs and activities. Activities may include brainstorming media relations story ideas, pitching ideas to media outlets, developing media lists, and building relationships with key media relations contacts.

### **Minimum Qualifications:**

- Bachelor's Degree from an accredited college or university in Communications, Journalism, English or related field.
- Increasingly responsible experience in communications, marketing and public relations: at least five years.

- Increasingly responsible experience in digital and social media communications: a least three years.

**How to Apply:**

Send cover letter, resume and salary expectation to [info@pittsburghparks.org](mailto:info@pittsburghparks.org).

No phone calls, please.

The Pittsburgh Parks Conservancy is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status