



JOB ANNOUNCEMENT

Marketing Associate

Part-time position

The Pittsburgh Parks Conservancy has an immediate opening for a part-time Marketing Associate. The Marketing Associate will join the organization's Marketing and Communications team in its work to increase the organization's reach and impact through creative and original online content.

Duties and Responsibilities

The Marketing Associate will contribute to the organization's strong online presence through creative promotion of the organization's work, park events, and fundraising appeals. The duties of this position can vary week-to-week. Candidates require a positive, flexible attitude.

Responsibilities may include tasks such as:

- Data input: Assist in the team's efforts to maintain excellent records of contacts.
- Event promotion: Post upcoming park events to online calendar and Facebook as needed. Promote events through digital means such as social media, or more traditional means such as distributing flyers.
- Social media content creation: Develop creative, informative posts for Facebook, Twitter, and Instagram.
- Blog writing: Possibility to write parks-themed blog posts.
- Email creation: Write e-blasts that inform contacts of upcoming events and opportunities.
- Website management: Make website updates, as necessary.

This position may alternate between our South Side and Frick Park offices. Tasks may also take the Marketing Associate into the parks to take photos of the parks or gather park user stories for use in communications materials.

Knowledge, Skills, and Abilities

Interested candidates need to be:

- An exceptional communicator with strong interpersonal skills.
- A talented writer who is creative and clever.
- Very detail oriented and a quick learner.
- Able to work well both independently and as a team member.
- Familiar with trends and use of Facebook, Twitter, and Instagram social platforms.
- Passionate about parks.
- Willing to work flexible hours, including nights and weekends.

Experience

Applicants should have a bachelor's degree **or** a minimum of two years of marketing and communications work experience.

Average work week will be 15 hours and compensation is \$12/hour.

The Pittsburgh Parks Conservancy is an Equal Opportunity Employer.

Please send resume and cover letter to info@pittsburghparks.org. NO PHONE CALLS PLEASE.