

Position Profile
Director of Communications and Marketing

kp prime search, the retained search division of kpCompanies is leading the search for an experienced Director of Communications and Marketing. This position, for the Pittsburgh Parks Conservancy, directs the Pittsburgh Parks Conservancy's communications and marketing activities utilizing best practices for delivery of comprehensive communications, marketing and public relations services and support for the organization.

The Organization: Pittsburgh Parks Conservancy (PPC)

The Pittsburgh Parks Conservancy is dedicated to 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.

The Position: Director of Communications and Marketing

The work of this position involves overall responsibility for planning, managing, directing, leading, and implementing goals and objectives that support the mission, goals, policies and priorities of the Conservancy for the agency's communications and marketing activities. The Director will oversee the Communications and Marketing team to achieve strong brand consistency and recognition, coordination of messages, and a high standard for external communications, all in support of ongoing operations, programs, projects and development, as well as initiatives related to the Pittsburgh Parks Conservancy strategic plan and future direction. The Director will work with the President to ensure strong internal communications, providing regular updates on organization activities and coordinating internal communication protocols. This position facilitates direct communication between the organization, press/media and the general public.

Key Accountabilities:

- Responsible for overall management and strategic leadership of the Communications and Marketing Department and its resources so the functions and activities of the department fully support the business needs of the Pittsburgh Parks Conservancy.
- Develop effective short and long-range strategic communications and marketing plans, set communication and marketing standards, define project requirements, set priorities, allocate resources, and coordinate and evaluate department activities.
- Lead crisis communication services, working with internal leadership, external organizations and news media to ensure timely distribution of internal and external information.
- Manage the editorial content development, design, production and distribution of primary organizational publications.
- Prepare and administer the department's annual budget, which includes performance goals and expenses and revenues to assure sound fiscal control, review and analyze financial statements to ensure maximum efficiency of operation, and adapt plans as necessary to meet long term goals.
- Foster and demonstrate effective leadership building in a collaborative environment including working across department lines and forming partnerships that foster better citizen services; eliminate barriers to achieving results; take full advantage of available resources; and provide direction in the development of short and long-range plans.
- Prepare Requests for Proposals and manage multiple associated vendor, contractor and

consultant relationships.

- Meet long and short-range communications and marketing goals, and ensure a high level of sound communications planning, management, and accountability that support the organization's mission, goals, policies and priorities.
- Hire, supervise, train, evaluate, and develop employees for development of a professional and support staff with a high degree of competence and sound judgment.
- Critically analyze operations, collaboratively design and institute improvements without disruption of existing operations.
- Create a work environment that encourages staff to perform to the best of their abilities and holds every employee accountable for results.
- Effectively write policy recommendations, requests for proposals, and bids for services.
- Well-developed political and social acumen to effectively deal with partner organizations including local government, community and constituency leaders and groups.
- Keep President and CEO promptly informed of matters as they relate to department and the Conservancy.

Minimum Qualifications:

- Bachelor's Degree from an accredited college or university with a major in Communications, Marketing, Public Relations, or closely related field (Master's Degree Preferred).
- Excellent writing (AP style) and editing skills paired with a strong creative sensibility and strategic mindset.
- Increasingly responsible experience in communications, marketing and public relations management: at least six years.
- Increasingly responsible experience in leadership, management, and administration: at least six years.
- Experience supervising others: at least six years.

How to Apply – DEADLINE NOVEMBER 5th

Interested candidates should submit cover letter, resume, and salary expectations no later than 6:00pm on November 5, 2018 to joelle@kpcompanies.com or using the link below.

Apply to this job at:

<https://kprecruiting.catsone.com/index.php?m=joborders&a=show&jobOrderID=11443109>

OR

Submit information to the following email address: joelle@kpcompanies.com, or by mail at: Pittsburgh Parks Conservancy, c/o **kpcompanies**, 5775 Wayzata Blvd, Suite 700, St. Louis Park, MN 55416. All submissions shall be received in strictest confidence. Pittsburgh Parks Conservancy is an equal opportunity employer.