



JOB: Digital Media & Marketing Manager

SALARY: \$50,000 - \$55,000 with Benefits

START: Immediate Fulltime

City Parks Foundation (CPF) is an independent, non-profit organization that offers park programs throughout all five boroughs. Working in over 750 parks citywide, CPF presents a broad range of free arts, sports, education, and community-building programs, which reach more than 600,000 New Yorkers each year.

The Digital Media & Marketing Manager will join the three person marketing and communications department, and will serve as CPF's lead online strategist and advocate for all departments of City Parks Foundation.

This position is responsible for managing our online voice by creating, publishing, and curating content across websites, social media outlets, blogs, and email channels. The Digital Media & Marketing Manager will be tasked with applying emerging web technologies and trends to CPF's mission, specifically by growing our digital audience, identifying opportunities to join conversations regarding new digital markets and best practices, establish connections with key influencers, and drive online engagement.

The Digital Media & Marketing Manager reports to the Director of Marketing & Communications.

PRIMARY RESPONSIBILITIES:

Develop and execute a new media campaign to promote City Parks Foundation's programs including, but not limited to:

- Manage overall social & new media strategy for CPF including but not limited to: execute 2 strategic campaigns/year, Manage presence in social networking sites, Analyze and evaluate social media campaigns and strategies.
- Develop benchmark metrics to measure the results of social media programs.
- Update website content and track metrics.
- Oversees partner benefits relating to new media campaigns.
- Work with staff in other CPF departments create content and overarching new media initiatives.
- Seek out training and professional development to keep CPF current with new media upgrades.
- Serve as the main point of contact for all digital vendors CPF is engaged with.
- Work with the Development department to execute digital campaigns to fulfill sponsor and partner contracts.
- Help manage the Marketing and Communications Coordinator.

Marketing

- Support the print campaign management for City Parks Foundation's programs.
- Helps support onsite liaison for media partners and press attending citywide arts events.
- Support outreach campaigns across all program areas.

General

- Support PR operations at CPF programs and special events as needed.
- Oversees technology expenses as they relate to the marketing budget including: invoices, billing, and overall support for the operations department.
- Willingness to work weekends and evenings, within the overall context of a 35-hour work week.

QUALIFICATIONS:

- Bachelor's degree from an accredited college or university;
- 3-5 years digital marketing experience;
- 1-2 years managerial experience;
- Excellent written and oral communication skills;
- Ability to manage projects from concept to completion;
- Ability to work in a fast-paced, intense work environment;
- Willingness to work evenings and weekends if needed;
- Valid Drivers License.
- Understanding of Microsoft Office 07, Google Applications, WordPress, HootSuite or similar social media dashboard, basic HTML and Adobe Photoshop helpful.
- Interest in performing arts, children's and community programs a plus.

TO APPLY:

Please send a cover letter and resume to marketing@cityparksfoundation.org and put "Digital Media Manager Application" in subject line of email.

Due to a high volume of applications, only those selected for an interview will be contacted.

No calls please.