

Communications & Development Coordinator

From 59th Street to 181st Street, from riverfront to city-side we work to enhance this Olmsted gem for present and future generations. Whatever it needs, Riverside Park Conservancy is by its side. Think of us as its gardener. Its advocate. Its sustainability manager. Its art curator. Its historian. Its visionary. And its guardian.

We work side-by-side with the New York City Parks Department, and we make improvements as diverse as the park itself and the city it serves. With the dedication and generosity of neighbors and park lovers like you, we can elevate your park experience and preserve this historic treasure for generations to come.

Position Summary

The Communications & Development Coordinator will be passionate about parks and environmental issues, and understand the vital importance of urban open spaces. The individual will have a strong desire to learn and participate in a variety of development/fundraising programs and projects. The individual must be an organized multi-tasker with the ability to prioritize their work, who can focus on several important projects at once, working well both independently and with the team. Position activities will include working on all social media channels, press releases, creating signage, communication with the public, managing volunteer user-groups, and assisting with the annual spring benefit. The candidate will be enthusiastic and creative. The position reports to the Senior Development Officer and works closely with both the development team and Chief Operating Officer.

The Communications & Development Coordinator will be part of a team and assist with external relations, donor recognition, cultivation events, community outreach, and correspondence.

Primary/Essential Responsibilities and Duties

The Communications & Development Coordinator will be responsible for, but not limited to, the following:

- Be a creative thinker and problem solver
- Create all e-marketing communications
- Manage and monitor social media accounts Facebook, Twitter, Instagram, and YouTube, staying on top of the latest social media trends
- Write press releases for public events
- Design invitations
- Manage the press list and the relationships with press outlets
- Create park signage for volunteer fundraising groups and capital improvements as needed
- Stay informed with latest event trends to help assist in planning annual events including, cultivation events, galas, and salons.
- Ability to prioritize work in order to meet strict deadlines
- Respond to all general email inquiries in a quick manner
- Assist at occasional evening and weekend special events
- Provide general administrative support as needed

The ideal candidate must be a fast and eager learner who thrives on helping others succeed. As well as a hardworking, collegial, fun, and collaborative team player with a “no job too small” attitude.

Required Skills and Qualifications

- Excellent written and verbal communication skills and interpersonal skills
- College degree in related field preferred
- Two (2) years of office experience, preferably in a non-profit organization and/or parks environment a plus
- Ability to perform with a high level of discretion and integrity
- Proven ability to think strategically and effectively carry out initiatives
- Ability to work on multiple projects simultaneously and strong attention to detail
- Strong organizational skills and the ability to meet deadlines
- A deep understanding of the social media and press spaces
- Proficient in Microsoft Office Suite applications
- Knowledge of Adobe software
- Sense of humor a plus

Physical Requirements and Working Conditions

- Works in an open office environment and in Riverside Park
- Will require some evening and weekend work
- Local travel within NYC for meetings and special event attendance required

Riverside Park Conservancy affirms, without reservation, the principles of equal opportunity in employment, and will not discriminate against qualified candidates for any unlawful reasons, including race, religion, gender, national origin, age, or disability.