



1600 Spring Valley Rd
Ossining, NY 10562

P (914) 762-2912
F (914) 762-2890

teatown.org
info@teatown.org

Teatown Lake Reservation

Job Description

Title: Director of Marketing and Communications

Summary of Position: The Director of Marketing and Communications is a member of the organization's Leadership Team. As a hands-on leader, this individual has the primary responsibility to engage Teatown's stakeholders and community through a variety of strategic communications that enhance Teatown's brand, image and impact. This role develops, produces, and delivers high-quality content across multiple platforms, including the Annual Report, website, social media, print materials, and signage.

Reporting To: Executive Director

Principle Duties and Responsibilities:

Integrated Branding, Marketing and Audience Development

- Develop and promote Teatown's brand ensuring that all communications materials have a unified purpose, message and design.
- Evaluate the cost-effectiveness of and market for all communications vehicles and outreach efforts (such as advertising, website, newsletter, press releases, publications and community events).
- Coordinate outreach, communications and public relations activities
- Work closely with the Director of Development Operations to implement audience development and integrate public relations, marketing, communications and outreach to achieve specific goals. Support efforts to strengthen major donor/stakeholder relationships and acquire new donors.
- Coordinate an e-communications strategy that ensures the website is optimized for all stakeholders. Work with Marketing & Communications staff and Information Technology (IT) Manager to maintain up-to-date website, and with Development staff to assess fundraising campaigns, e-blasts to supporters and e-commerce initiatives.
- Oversee and implement social networking strategy to ensure Teatown maintains a presence on sites such as Facebook, Instagram, LinkedIn, and emerging platforms.

Public Relations

- Create and implement an integrated, results-oriented public relations strategy.
- Develop, nurture and maintain relationships with local, regional and select national media.
- Develop, coordinate, write and/or edit, and oversee the production of media and other communications vehicles. Work closely with Development department on a joint publications strategy to support integrated audience development plan for solicitations, promotional materials and other communications to proactively promote our successes through stories and communicate partnership with our supporters.
- Develop stories from projects and programs and communicate them to our stakeholders in mainstream & social media and on the website.
- Evaluate the cost/benefit of new forms of publicity and implement as appropriate.



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Community Relations, Constituent Engagement and Support for Strategic Partnerships

- With Leadership Team, help define, develop and maintain relationships with strategic partners (individuals, companies and other organizations) to reach new markets most effectively.
- Obtain systematic feedback from audiences (i.e., recreationists, visitors, neighbors and funders) on their experiences, using surveys, focus groups, and other market research tools as needed.
- Explore feasibility and cost/benefit of strategic co-marketing and cause-related marketing programs with select partners.
- Establish and maintain organizational visibility with target markets and within the region.

Position Requirements/Preferred Qualifications:

- Bachelor's degree in Marketing, Communications, Public Relations or related field or equivalent combination of education and experience.
- A minimum of 5 years' experience working in public relations, marketing and communications.
- 3-5 years of supervisory experience; managing marketing, public relations or communications staff preferred.
- Excellent writing, editing and interpersonal communications skills.
- Graphic design experience and demonstrated proficiency using Adobe software suite, In-Design or comparable design tools
- Website development, editing and content management experience
- Working knowledge of Customer Relationship Management Platforms
- Demonstrated strategic marketing or public relations expertise.
- Demonstrated success in organizational branding, positioning or creating a consistent powerful message, and ability to translate complex information into impactful, audience-centric messaging appropriate for any form of media.
- Nonprofit organization experience or significant understanding of the nonprofit environment.
- Willingness to work occasional irregular hours, including some weekends, evenings, and/or holidays.
- This position requires physical activities such as hiking on outdoor trails with varied terrain.
- Valid driver's license required.

Additional Preferred Qualifications

- Master's degree
- Bilingual
- Knowledge of environmental education and interpretation

Compensation:

Salary Range - \$74 - \$84,000

Benefits Include – Medical, Dental, Vision, Disability, Paid Vacation and 403b with Employer Contribution

Application Instructions: To apply, please submit a resume/CV to Kevin Carter, Executive Director, at kcarter@teatown.org.