

# SEATTLE PARKS FOUNDATION

## **Marketing and Communications Manager**

Reports to VP of Philanthropy, Marketing and Communications

Full Time, Exempt Position

Based in Seattle, work from home and eventually move to hybrid model

Seattle Parks Foundation is a 20-year-old nonprofit with a history of successful planning, organizing advocacy, and fundraising on behalf of our city's public spaces. We want every resident of our city to be connected to safe and beautiful green spaces and have access to rich recreational opportunities that meet their needs and the needs of Seattle's growing and changing population. We also believe that access to parks and public spaces is a critical indicator as Seattle strives to become a more equitable city. Our workplace is highly collaborative, professional, and respectful while nurturing a sense of fun. We are led by a strong and strategically engaged board of directors, and we strive to ensure that our team reflects the diversity of Seattle and has the cultural competence to ensure that we serve all residents of the city.

### **The following are our core commitments as an organization:**

- We listen to learn, work in partnership, and lift up others.
- We are committed to diversity, equity, and inclusion. This means confronting our assumptions about structures of oppression and, in response, continually remaking our internal culture.
- We are accountable. When we commit, we deliver. When we make a mistake, we accept responsibility.
- We embrace change and the challenges that come with it.
- We nurture a culture of gratitude and continually celebrate and thank volunteers, staff, partners, and donors.

### ***Job Description***

The Marketing and Communications Manager plays a critical role in supporting the Seattle Parks Foundation's overall efforts to drive engagement and grow our base of donors, partners, and supporters. This role will develop and project manage the strategy and production of print and electronic publications, social media engagement, and other communications to support internal and external marketing, and advocacy efforts. The Marketing and Communications Manager will partner closely with the SPF leadership team to create and promote a calendar of activities to highlight the important work being done by the Seattle Parks Foundation and our partners. This role will also work in partnership with our Programs team on the development of a portal to better serve our partners.

The ideal candidate will be a technically savvy content strategist, competent in a variety of digital communication platforms including social media (Facebook, Twitter, Instagram, TikTok, etc.), email platforms, and WordPress web design. They will be comfortable analyzing data to make decisions and testing performance of communications to improve over time. They will have an eye for design and brand consistency and be a creative influencer with the ability to create effective communications that elevate our story. They will have the capacity to create fresh and compelling narratives for both internal and external audiences and engage with our social media platforms to expand our outreach. They will be a people manager and act as a leader across the organization in order to effectively support SPF's overall strategic goals.

### ***Strategy, Leadership and Management:***

- Hire, supervise, and inspire MarComm staff and contractors to excel and thrive in their roles.
- Oversee human resource management for the MarComm team aligned with organizational HR practices and procedures.
- Partner with the VP of Philanthropy, Marketing and Communications to develop and maintain organizational communications plan, calendar, and activities.

- 
- Ensure process improvement and systems changes to create a more efficient and equitable organization.
- Evaluate organizational effectiveness at reaching strategic marketing and communications outcomes.
- Support rebranding efforts that align with our strategic identity.

### ***Marketing and Communications:***

- Write targeted, effective, and engaging communications for our email lists and social media networks with a goal to increase engagement and grow our presence.
- Serve as primary contact for marketing vendors including writers, illustrators, photographers, graphic designers, and website developers.
- Maintain website and compose, solicit, copyedit, and organize website content.
- Create presentation materials for SPF staff to support key meetings such as donor events and board meetings.
- Develop templates and marketing toolkits for partner organizations.
- Manage digital photo and video collection; assist with the development of videos for projects and events.
- Maintain press/media contact lists; coordinate and track inquiries from reporters.
- Draft media releases, advisories, and talking points memos, as required.
- Attend public outreach events as needed.
- Keep the staff and SPF constituents updated on media coverage relevant to SPF's work.
- Uphold the values of Justice, Diversity, Equity, and Inclusion in every aspect of your work and use these values to guide and evaluate content.

### ***Primary Qualifications***

- A minimum of 5-7 years of experience in marketing and communications
- A minimum of 1-2 years of experience supervising employees, contractors, and vendor relationships
- A minimum of 3-5 years in multi-faceted digital marketing and communications tools including experience with analytics and audience management (Blackbaud, Google Analytics), social media platforms (Facebook, Instagram, LinkedIn, TikTok, SnapChat, Twitter), web design platforms (WordPress), email systems (MailChimp, etc.) photo and graphic design (Adobe Suite, Canva).
- Ability to develop effective organizational work plans and manage multiple projects with moving parts.
- Great attention to detail while maintaining the big picture.
- Strategic and collaborative thinker.

### ***Compensation and Benefits***

- Annual Salary Range between \$65,000 - \$75,000/year
- Flexible hours and schedule
- Full-time employees earn 24 days of Personal Time Off (PTO) per year
- 100% employer-paid platinum level medical insurance. Dental insurance (beginning October 2021.)
- Wellness program and Lifecare employee assistance program.
- 2% employer contribution to retirement plan.

**To apply, please submit a resume to Human Resources at [hr@seattleparksfoundation.org](mailto:hr@seattleparksfoundation.org)**

*Seattle Parks Foundation is an Equal Opportunity Employer that values and prioritizes diversity, equity, inclusion, and justice. Recruiting and mentoring staff to create an inclusive organization that reflects our values is a priority and we encourage applicants from all races, ages, religions, sexes, marital statuses, sexual orientations, gender identity, national origin, citizenship, military or veteran status, or any other basis protected by applicable laws, regulations, or guidelines relating to discrimination.*