



ASTORIA

Job Description (FY 2024): *Manager of Communications*

Astoria's Mission is to connect our community through inspiring experiences in nature that improve livability, health, and wellbeing.

Astoria's Vision is that time spent at Astoria will foster healthier and happier individuals and a more broadly connected community.

Values: Access, Wellness, Conservation

Position Overview

The Manager of Communications reports to the Executive Director and works closely with Astoria's leadership team. This position is responsible for all aspects of Astoria Park Conservancy's communication strategy, as well as facilitation and execution of specific marketing and development tasks. In an effort to promote organizational development, this Manager of Communications oversees all staff coordination around communication tasks, including fundraising mailings, e-news, targeted advertising, surveys, social media, onsite signage, and more. During 2024, this position will have a distinct priority around elevating *The Campaign for Community Connection* and the organization's strategic visioning effort.

Ideal candidates will

- Demonstrate experience overseeing successful execution of marketing budget
- Exemplify strong written, oral, and interchannel communication skills
- Be willing to work in a flexible, collaborative work environment with changing demands
- Demonstrate deep passion for Astoria Park Conservancy's mission and vision

Priorities

- Further Astoria's mission-driven work through development team support, with particular attention to messaging, corporate recognition, and fundraising support.
- Amplify Astoria's brand through engaging social media, e-news, and other platforms.
- Support community-based campaigns and events like May Hooray, Amplify Astoria, Old Bill's and more.

Responsibilities

Communications Management

- Create, design, and edit communication and marketing materials for electronic, print, digital, newsletters, press releases, campaign case statements, appeals, and social media for internal and external constituents.
- Track all tasks and ongoing projects against budgets; oversee TMBR scope of work and budget.
- Design and implement community-wide communication structures/systems that effectively coordinate messaging to:
 - Visitors + Potential Visitors
 - Program Attendees + Potential Attendees
 - Event Invitees + Attendees



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- Partners
- Sponsors
- Donors
- Community
- Oversee website and social media effectiveness. Implement improvements to improve web presence, harness power of Google Ads Grant and other advertising, and oversee content production across channels.
- Collaborate closely with TMBR team to execute on their scope of work
- Coordinate regular newsletter communications and direct mail, direct email strategies.
- Foster and maintain media contacts for Astoria Park Conservancy.

Development Team Support

- Ensure that Astoria offers ideal exposure for potential and current sponsors.
- Ensure that Astoria fulfills all current commitments to corporate sponsors.
- Maintain positive relations with primary partners with regard to marketing (i.e., grant and foundation donors, partners, sponsors, and donors).
- Facilitate Old Bill's Fun Run Campaign with support from TMBR.
- Support signature events through invitation production, targeted communications, and templated follow up.
- Support ongoing content creation and storytelling for fundraising updates, impact reports, appeals, and holiday mailings.

Staff Support

- Participate in staff training, and facilitate ongoing professional development for staff and board
- Foster positive staff culture, reflective of APC's values, mission, and vision
- Conduct cross-training in Welcome Center duties and fill in as needed
- Offer support to other staff, particularly the Leadership Team, for duties as needed.

This is not meant to be an exhaustive list of all duties and responsibilities.

Hours and Compensation

This is a full-time, salaried exempt position entitled to the following benefits package, with competitive compensation based on experience.

- Health Insurance
- Workers' compensation
- 401k retirement
- Hot springs soaking + free wellness classes
- Holiday, PTO and Sick/Personal Days
- Quarterly performance bonuses