



FRIENDS OF THE HIGH LINE

POSITION DESCRIPTION

Director of Communications

Friends of the High Line (FHL) is the NYC Department of Parks & Recreation's non-profit partner working to ensure the park on the High Line is maintained as a great public place for all New Yorkers and visitors to enjoy. In addition to overseeing the maintenance, operations, and public programming for the High Line, FHL is currently working to raise the essential private funding to help complete the High Line's construction and create an endowment for its future operations.

The Director of Communications sets and guides the overall vision and strategy for all communications, Web site, digital/social media, and public relations, and oversees the creation of collateral to consistently articulate FHL's mission and enhance FHL's image and position. The Director is responsible for developing and maintaining FHL's organizational brand; managing the production of all external materials and publications; developing and pitching story ideas to the media; and serving as spokesperson to the media and the public. The Director works to ensure that FHL is viewed as the primary source, disseminator, and conduit of information within its diverse network and constituent base.

The Director serves as a member of FHL's senior management team, and works closely with a senior peer group as the communications partner on a variety of organizational initiatives, including Public Programs, Development, High Line Art, High Line Food, Merchandise, Operations, and Planning & Advocacy. The Director manages and provides strategic direction to a team of three: Digital Communications Manager, High Line Art Communications Manager, and Communications & Marketing Coordinator.

Responsibilities include but are not limited to:

- Develop, implement, and evaluate the annual communications plan across FHL's audiences to achieve strategic and operational objectives;
- Articulate FHL's desired image and position, and assure consistent communication of image and position to all constituencies, both internal and external;
- Develop and monitor annual budgets for the marketing/communications/public relations program;
- Cultivate and build relationships with members of the media, serve as a primary point of contact for all media;
- Coordinate media strategy around strategic initiatives, issues, and events;
- Develop and pitch story ideas on a variety of organizational initiatives;
- Manage editorial calendar and content development process for all channels of public communication;
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, print newsletters, press releases, brochures, Web site, email newsletters, and digital/social media channels;
- Lead the generation of online content that engages audience segments and leads to measurable action;
- Coordinate Web site maintenance, ensure that new and consistent information (links, stories, events, etc.) is posted regularly;
- Manage relationships and develop systems to work efficiently and effectively with external design, Web, photography, videography, media, and marketing consultants;
- Manage photo and video shoots for promotion and marketing;

- Develop talking points and statements for dissemination to staff, media, and the public;
- Represent FHL through public speaking and community engagements;
- Recruit, train, appraise, supervise, support, develop, promote, and guide personnel reporting to the Director.

Qualifications

FHL is seeking an accomplished Director of Communications with at least 5 years of communications experience, ideally in a leadership role within a complex for-profit or non-profit entity. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical. The ideal candidate will possess the following:

- Seasoned experience developing and implementing communications strategies for organizations in comparable operating environments, including complex arrays of constituents and public/private partnerships;
- Excellent writing, editing, and oral communication skills;
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently;
- Relationship builder with the flexibility and finesse to "manage by influence;"
- Highly collaborative style, high energy, maturity, and leadership;
- Ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels;
- Commitment to working collaboratively with all constituent groups, including staff, Board members, volunteers, donors, program participants, and other supporters;
- Self-starter, ability to work independently, and entrepreneurial; enjoys creating and implementing new initiatives;
- Demonstrated successful experience writing press releases and interacting with media;
- Familiarity with local (NYC) and national media;
- Enthusiasm for, and experience with, developing innovative Web and digital/social media strategies;
- Knowledge of photo-editing and document design software;
- Expertise and experience handling sensitive and confidential issues;
- Experience managing multiple assignments in short timeframes while delivering high-quality results;
- Experience developing and managing budgets, and hiring, training, developing, supervising and appraising personnel.

To Apply

Submit cover letter and resume to: jobs@thehighline.org. Only those whose applications are being considered will be contacted. No phone calls please.

Friends of the High Line is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.