



POSITION DESCRIPTION:

Communications Assistant

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, Friends of the High Line 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.

Reporting to the Director of Communications, the Communications Assistant is responsible for assisting with FHL's media relations, external communications, and new media campaigns. The Assistant must be comfortable interacting with members of the media, and should be able to communicate in an articulate manner both orally and in writing.

Responsibilities include

External Communications & Media Relations

- Write content for department publications as assigned, including magazine articles, flyers, and other materials
- Copy edit content for communications staff and larger organization
- Assist with the creation and distribution of press releases
- Fact check features
- Answer and redirect inquiries to info@thehighline.org and press@thehighline.org
- Respond to image rights questions
- Field initial media requests and disseminate project information via phone and email
- Creating press kits and informational packets
- Support management of department calendar
- Organize and maintain FHL's media archive
- Assist with representing FHL at press and community events
- Lead tours for media and the public

Photo & Video

- Edit and re-touch photos as directed
- Assist with selection and/or review of images for a wide variety of organizational needs
- Manage external film and photo shoots, including soliciting donations, drafting invoices, and creating acknowledgement letters
- Coordinate editorial film/photo opportunities based on departmental need
- Accompany photographers and videographers on the High Line as needed
- Assist in maintaining FHL's photography archive and online image galleries
- Manage the High Line's Flickr pool, including on-going outreach for photo use

Graphic Design

- Execute basic graphic design projects such as signage, flyers, and postcards

- Generate story ideas and content for the printed newsletter, High Line Blog, Twitter, and Facebook

Qualifications:

The successful candidate will be self-motivated, detail-oriented, energetic, and highly organized. The candidate should have 1-3 years of experience in communications, media, design or other related field. Candidate must be a skilled writer, exceptional copy editor, have strong web research skills, a familiarity with major media outlets, and proficiency with Microsoft Office are mandatory. Adobe Photoshop and HTML skills are preferred, but not required.

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.