

Job Description: New York Harbor Foundation Communications Manager

Deadline to Apply: May 12, 2017

To apply: <https://app.smartsheet.com/b/form?EQBCT=8f0641b7493a4e87a23c1045066d9945>

The New York Harbor Foundation (Harbor Foundation) is the metropolitan New York region's only regional environmental education and restoration organization. Our mission is to create and support a diverse network of environmentally literate schools, students, and communities working together to restore New York Harbor. We accomplish this primarily through the work of our flagship initiative, the Billion Oyster Project (BOP); and our flagship school, the New York Harbor School (Harbor School)

About the Billion Oyster Project:

Billion Oyster Project is an initiative of the New York Harbor Foundation. BOP's mission is to restore a sustainable oyster population to New York Harbor and to rebuild a connection to the Harbor by engaging New Yorkers directly in the work of growing and restoring one billion oysters.

About the New York Harbor School:

The Urban Assembly New York Harbor School, also called the Harbor School, is a public [high school](#) located on [Governors Island](#). This school is unique in New York City, which has 538 miles (866 km) of waterfront, in that it attempts to relate many aspects of its curriculum to the water. The school is part of the [Urban Assembly](#) network of 21 college-[prep schools](#) in [New York City](#). Harbor School is classified as a [Career and Technical Education](#) (CTE) school and has six certificated CTE programs in marine science and technology.

About the Position:

We are currently seeking a communications professional tasked with effectively communicating the mission of the New York Harbor Foundation, especially through the Billion Oyster Project but also including the Harbor School, to New York City and to a broader audience. He or she will also support the Foundation's development activities. He or she will work with the Director of Development and with other members of the Foundation to strategize, plan, and carry out this work.

Responsibilities include, but are not limited to the following:

Communications and Strategy

- Strategize and manage all New York Harbor Foundation external communications
- Work with Director of Development and others to create and execute overall strategic communications plan and oversee communication strategies for all projects
- Prepare timelines and an editorial calendar
- Plan, design & write the monthly Billion Oyster Post, BOP's newsletter
- Plan and carry out social media communications
- Write and solicit material from others for the BOP Blog
- Help prepare public communications of all kinds
- Develop metrics-based assessment of success of communications; adjust strategy to increase effectiveness
- Manage BOP Website including updating, design and maintenance
- Manage Harbor Foundation website including updating, design and maintenance
- Manage and coordinate communications activities among all NYHF staff members,

- Organize and maintain electronic press clippings files & photo files
- Coordinate photography for events and activities for use in communications
- Solicit and manage permissions, media releases, and site permits for all students and adults as needed

Marketing and Public Relations

- Manage all aspects of New York Harbor Foundation public relations
- Write and issue press releases to support NYHF activities
- Develop relationships with key journalists and editors
- Solicit and respond to press requests in such a way as to maximize relevant visibility of BOP
- Serve as Speaking Request Liaison, responding to requests for speakers and proactively seeking out appropriate venues at which BOP speakers may be featured.
- Create and maintain press kit materials
- Organize interviews & site visits, coordinating with other organizations
- Manage BOP/Harbor Foundation Brand to ensure accuracy in all public representations of our work; Monitor and respond to mentions of BOP and NYHF in the news
- Work closely with event consultants and other appropriate staff in marketing and publicity for New York Harbor Foundation fundraising events including but not limited to design and dispersal of event invitation and collateral, drafting press releases and reaching out to media to ensure pre- and post-event coverage

Required Qualifications:

- 3-5 years in communications
- Superior writing and oral communication skills
- Superior editing skills
- Basic Microsoft Office skills
- Basic design/layout experience (Adobe Photoshop, Adobe InDesign, Microsoft Publisher)
- Fluency in social media platforms and analytics methods
- Strong visual and design sense; Graphic design skills a plus
- Comfort with website management
- Experience with Mailchimp preferred

Desired Qualifications:

- MA in Communications, Marketing, English, Journalism, Public/Media Relations or comparable field.
- 5+ years in communications.
- Background in educational communication, environmental communication, maritime communication, or nonprofit communication.
- Experience in photography preferred
- HTML and CSS knowledge

New York Harbor Foundation is fueled by the passion and commitment of the team. Enthusiasm for the work of environmental restoration, public education and environmental justice is an expectation for the position. Candidates should be comfortable working on a team with various stakeholders and delivering on complex, multi-step projects.

Salary: Commensurate with experience

Benefits: Employee is a fulltime employee of New York Harbor Foundation, a 501(c)3 nonprofit organization. Position is a full time, year-round position and benefits include health insurance and paid vacation time.