



Digital Content Coordinator

Reports to: Vice President of Marketing & Events

FLSA: Non-Exempt

Hours/Week: 37.5

The Digital Content Coordinator is responsible for creating and updating web pages and scheduling content across social media platforms as part of a team dedicated to the delivery of high-quality digital content. Duties include coordinating with in-house content producers and brand managers to plan and design engaging and informative digital assets and providing back-end support to inform content development, including tagging and coding to support analytics and SEO. Additional duties will include preparing images, documents and videos that reflect the organization's brand for web delivery and related purposes. The Digital Content Coordinator will work with the interdepartmental communications team to support the unified online presence of the park and its associated organizations.

Background:

The Trust is a public benefit corporation created by act of the New York State Legislature and a 501(c)(3) charitable organization. The mission of the Trust is to design, construct, maintain and operate a prominent, and very heavily used, four-mile-long waterfront park on the west side of Manhattan. The Park features landscaped public piers and display gardens, lawn areas, ecological planting zones, athletic fields, esplanades, docks, 400-acre River Sanctuary, public sculptures and other special features. The Trust is financially self-supporting, generating its annual operating budget through rents and fees from commercial facilities, permits, grants, donations generated by a "Friends" organization and other private sources. Approximately 80% of the Park has been constructed with a mix of State, City and Federal capital funding.

Essential Job Duties:

- Manage day-to-day updates to and maintenance of the Park's website using its Content Management System (Wordpress) — including building new pages, and making edits and updates;
- Collaborate with content developers across departments and with Hudson River Park Friends to coordinate and implement the digital content calendar, ensuring consistency branding, layout and messaging;
- Contribute to weekly digital communications meetings discussing website and social media performance, updates and changes;
- Coordinate social media scheduling and posting through organization's Social Media Management Platform (Hootsuite);

- Create Google Analytics reports each week, including analyzing website traffic, user engagement metrics and other Key Performance Indicators for reporting and informing data-based content decisions;
- Conduct keyword research on content pages to support SEO goals and inform Google Ads strategy;
- Responsible for ensuring all photo, video and other media assets are tagged, indexed and sized appropriately;
- Manage YouTube channel, including uploads, ensuring brand consistency, monitoring and engagement;
- Support web quality assurance process including checking and eliminating broken links, misspellings, etc;
- Work on special projects with Park teams, such as updating the internal intranet site (Sharepoint), photo archiving and coordinating with Legal department to ensure required content is visible and accessible;
- Work closely with our external web agency for updates to server, CMS and any errors needing to be addressed to keep the website operational.

Desired Skills and Technical Proficiencies:

- Bachelor's Degree in computer science preferred or certification in web development
- 1-2 years experience
- Proficient in editing HTML and CSS and possess an ability to problem solve when problems are uncovered.
- Knowledge of WordPress (CMS) and with Adobe Creative Suite, especially Photoshop and Premiere Pro
- Strong visual and design sense
- Proficient with Google Analytics and Google Tag Manager
- Strong interpersonal, verbal communication and narrative writing skills
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Very strong organizational and project management skills
- Detail oriented, resourceful, proactive, takes initiative
- Proof of Covid-19 vaccination status is required

Compensation/Benefits:

Competitive salary of \$50,000 - \$60,000 annually depending upon qualifications. Excellent benefits package including: paid holidays, vacation time, sick and personal time, transportation allowance or parking options, medical, dental and vision insurance, and participation in New York State Pension System.

Application Process:

Interested applicants should submit a cover letter demonstrating their interest in the position and a resume to the Director of Human Resources at resumes@hrpt.ny.gov.

Indicate Job Code: **Digital Content Coordinator 2022** in the subject line of the email.

No phone calls please.

More information on the Hudson River Park is available at:

www.hudsonriverpark.org

The Hudson River Park Trust is an Equal Opportunity Employer

Pursuant to Executive Order 161, no State entity, as defined by the Executive Order, is permitted to ask, or mandate, in any form, that an applicant for employment provide his or her current compensation, or any prior compensation history, until such time as the applicant is extended a conditional offer of employment with compensation. If such information has been requested from you before such time, please contact the Governor's Office of Employee Relations at (518) 474-6988 or via email at info@goer.ny.gov