



Senior Director of Integrated Media

You are a passionate integrated communications leader and influencer, with a vast earned media network, digital and social prowess, and an eye for compelling content.

Reporting to both the Executive Director of Hudson River Park Friends and the Hudson River Park Trust President, the **Senior Director of Integrated Media** will be responsible for the development and implementation of Hudson River Park's communications marketing strategy. (The position will be directly employed by Hudson River Park Friends, the Park's non-profit fundraising and advocacy partner.)

The Senior Director of Integrated Media will develop a world-class communications plan for Hudson River Park, executing activities that promote and enhance the Park's reputation and appeal. This individual will be an ambassador for Hudson River Park, with a goal of advancing the Park's position with key constituents and creating broader awareness for the Park. The Senior Director of Integrated Media will cultivate meaningful relationships with targeted, high-level external audiences, including media. This position will oversee all aspects of communications and marketing, from promotional events to media relations to digital and social strategy and content development.

Background:

Hudson River Park Friends is a 501(c) (3) charitable organization. As Hudson River Park's dedicated fundraising partner, Friends mission is the enhancement, care and support of one of New York's most transformational recreation and open space resources. Hudson River Park Trust, our institutional partner, is a NYS public benefit corporation with the mission to design, construct and maintain this popular four-mile waterfront park from Chambers St. to W. 59th St. on Manhattan's west side. Encompassing the neighborhoods of Tribeca, Greenwich Village, Chelsea, Hudson Yards, Hell's Kitchen and Clinton, the Park features landscaped public piers and display gardens, green lawns, ecological zones, sports facilities, a 400-acre marine sanctuary and the nation's most popular bikeway. The Park's operations are financially self-sufficient, supported by commercial uses including Park concessions, rental fees, public parking, tenants such as Chelsea Piers and Circle Line Cruises, grants and private donations. Approximately 75% of the Park is complete. Total capital investment in Hudson River Park thus far is more than \$500 million. It has been a catalyst for billions of dollars in investment in the west side neighborhoods it borders and transformed four miles of derelict piers and parking lots into a green oasis and riverside backyard for millions of visitors each year.

Responsibilities include, but are not limited to, the following:

- Develop and implement an integrated strategic communications plan to advance Hudson River Park's brand identity, broadening awareness of the Park's various programs and priorities and increasing visibility of these programs across key stakeholder audiences
- Engage and cultivate press relationships to ensure coverage around the Park's continued development, special events and programs.
- Lead development of the Park's digital strategy, overseeing and executing on social media plans, website development and creative content strategy to grow awareness and funding for the Park
- Oversee the development of all print media, including marketing collateral materials

- Identify emerging issues or challenges for the Park, working closely with leadership in all departments, and present communications and marketing solutions and opportunities; lead the development and execution of those solutions
- Partner with Hudson River Park's external issues management communications and public affairs representative, as needed
- Manage a talented team of digital and communications associates, designers and events marketing
- Operational and administrative responsibilities including coordinating a budget of roughly \$225,000 for marketing, advertising and printing related to the Park's current program of events, and annual planning and staff development

Qualifications:

- A Bachelor's degree and a minimum of 12 years of communications marketing experience, either in-house or at an agency
- Demonstrated experience and leadership in managing and executing strategic communications marketing plans for organizations, including traditional public relations, leveraging insights and analytics, promotional marketing, digital strategy and creative content
- An innovative thinker, with excellent judgment and the ability to manage competing interests
- Proactive, collaborative and flexible; you can productively deliver on and impact the strategic and the tactical
- Be driven by a culture of continuous improvement and quality

Compensation / Benefits:

Competitive annual salary of \$125,000 - \$145,000, depending upon qualifications. Hudson River Park Friends offers an excellent benefits package including: paid holidays, vacation, sick and personal time, comprehensive health care benefits, 401(k) program and pension benefits. This position is exempt and not eligible for overtime. Hudson River Park Friends is a nonprofit, non-governmental organization.

Application Process:

Interested applicants are to submit a cover letter outlining their interest in this position and a resume to Kate Yarhouse, Director of Human Resources at resumes@hrpt.ny.gov. Indicate Job Code: Senior Director of Integrated Media in the subject line of the email.

More information on Hudson River Park and Hudson River Park Friends is available at www.hudsonriverpark.org/about-us/friends

Hudson River Park Friends is an Equal Opportunity Employer