



Communications & Marketing Coordinator

The Parklands of Floyds Fork is looking for an energetic professional to execute and deliver communications, outreach and marketing for The Parklands of Floyds Fork. This position is responsible for enhancing and marketing the Parklands Brand through general public awareness and various special programs and events.

The ideal candidate is a “people person” with excellent analytical and interpersonal skills who is excited to interact with visitors, donors and other park constituents. This position will also be the primary contact for the media and be responsible for developing relationships and press coverage. In addition, this position will work with and report to the Director of Development & External Relations to broaden our base of park users and clients through community outreach and targeted amenity groups. The position will work directly with all members of The Parklands management team to ensure clear and accurate information is shared both internally and externally. This position will be responsible for the development, planning and implementation of marketing and public relations strategies, including the management of a budget to support these activities. This is a full-time position, 40 hours per week. Individuals must be flexible and willing to work weekend and after hours to provide communications support to visitors and staff during peak visitation hours.

RESPONSIBILITIES:

- Management of The Parklands brand to increase the community-wide awareness
- Promotion of park events, park conditions, closures, openings, and safety messages to the public, staff and partners for all areas of The Parklands.
- Execute targeted marketing plans for education, events and facilities.
- Increase, diversify and strengthen media relationships to produce local, regional and national media exposure in support of the communications annual and long-term goals including the creation of press releases, media advisories and story creation.
- Management of The Parklands of Floyds Fork website to provide timely information and updates.
- Produce and post engaging content to social media platforms, including Facebook, Twitter, Instagram and YouTube.
- Manage and produce onsite communications via signage, kiosks, banners, etc.
- Gather and negotiate competitive pricing bids with vendors for various projects and establish deadline and delivery instructions.
- Create and produce (or manage production of) all print materials such as brochures, posters, signs, flyers, etc.
- Write content for and publish The Parklands e-newsletters.
- Support staff training to educate and update staff on best practices for visitor interaction.
- Answer visitor questions from the website and social media channels
- Manage partner and vendor relationships that relate to marketing and communications.
- Support promotion and execution of fundraising and major park events hosted by The Parklands.
- Maintain and archive all graphic materials and assets created and disseminated by The Parklands.
- Other duties as assigned.

EXPERIENCE/QUALIFICATIONS:

- Bachelor's degree
- 3-5 years in communications, marketing, outreach or related field
- Excellent communication skills – both written and verbal
- Strong strategic, organizational and proofreading skills
- Knowledge of standard computer applications, such as Word, Excel, PowerPoint, and SharePoint
- Experience managing website and social media accounts.
- Detail-oriented self-starter who will represent the organization with professionalism and serve as an ambassador for The Parklands of Floyds Fork.
- Preferred experience in utilizing standard Adobe software, WordPress and Hootsuite.
- Must have own transportation and be able to handle light lifting.

Knowledge of:

- Successful communications, marketing, and media experience
- Principles of community relations, branding and marketing
- Commitment to the highest level of communications delivery
- Good writing skills and understanding of messaging and audience appropriate communications

Ability to:

- Effectively work with cross-departmental teams to promote the overall Parklands brand as well as market the diversity of amenities and programs under The Parklands umbrella
- Effectively work with community and neighborhood leaders and park users to represent The Parklands of Floyds Fork in any professional setting
- Communicate clearly in written, verbal, and public presentation formats
- Multi-task and prioritize with multiple projects, timelines and interruptions
- Operate a motor vehicle

THE PARKLANDS OF FLOYDS FORK

The Parklands of Floyds Fork is a systemic, world-class addition to Louisville's park system that includes four major parks linked by a park drive, a first-rate urban trail system, and a remarkable water trail, all tracing Floyds Fork, a classic Kentucky stream. Ongoing maintenance and operations are funded solely through private donations, earned income and an endowment fund. This public/private project is a unique and truly city-shaping model. This is the largest fully funded non-profit park system in the nation. Learn more at www.theparklands.org.

LOCATION

This position is based in The Parklands of Floyds Fork's downtown office, at 471 W. Main St., Louisville, KY.

COMPENSATION AND BENEFITS

This is a full-time position with a competitive salary and benefits package including health/dental insurance, a 401k matching program, two weeks paid vacation, five sick days per year, and a fun and energetic work environment.

TO APPLY:

Applications will be accepted until this position is filled. Interested candidates should submit their resume, a cover letter including expected salary, and a list of three references via email to careers@theparklands.org with "Communications & Marketing Coordinator Position" in the subject line. Please no phone calls. Any recommended applicants for hire must pass a background check.