

Hermann Park Conservancy

Membership and Marketing Manager

Department: Development

Work Location: Hermann Park, Houston, TX

Full-time/Part-time: Full-time salary

Hermann Park Conservancy is a citizens' organization dedicated to the stewardship and improvement of Hermann Park—today and for generations to come.

Job Description

The Membership and Marketing Manager is a member of the Conservancy's development team with a focus on fundraising through the membership program and public communications and engagement. The position is responsible for all Conservancy membership programs (including Urban Green), publication collateral content and printing management, e-communications, public relations, social media, and media relations. The marketing manager will oversee a multifaceted marketing program, to include media and sponsorship initiatives for all Conservancy events and programs, expansion of the membership program, and promotion of happenings among various constituencies, including community partners, corporate sponsors, donors, members, and public officials.

Primary Responsibilities

Membership Program

- Manage and grow the Conservancy's membership program including major membership campaigns and all mailings, membership renewals, board committee management, membership reporting, membership collateral, graphics, and marketing ideas.
- Regular (at least quarterly) and dynamic reporting and analysis for the membership program initiatives.
- Manage all aspects of Urban Green, the Conservancy's young professionals' membership group including working with the Urban Green chair and steering committee, coordinating all meeting and event needs, planning and facilitating all Urban Green related events, including two major fundraisers each year, and generating all Urban Green communications.
- Plan and act as project manager for all membership events and programs.
- Manage the membership budgets including tracking and reporting on revenue and expenses.

Publications/Collateral

- Manage from start to finish three Parkside newsletters yearly and the annual report: including, but not limited to, requesting written articles and photos from staff that raises awareness of Conservancy initiatives and impact on Hermann Park, organizing and proofreading drafts, coordination with the graphic designer, printer, and mail house.
- Write, edit, and proof content of other printed materials (for example, signage, invitations, and sponsorship packages).
- Maintain and update yearly communications calendar.
- Responsible for the Conservancy's communications and marketing strategy in coordination with the board committee.
- Approve all external messaging from various Conservancy departments according to brand and style standards.

Public and External Relations

- Act as HPC's public relations and media coordinator including updating media list and contacts in Raiser's Edge, sending out press releases to media contacts, trafficking general media inquiries and photo requests, coordinating and supervising all media visits in coordination with Houston Parks and Recreation Department, monitor press coverage and maintain press archives.
- Devise, implement, and oversee all media and external communications plans to promote Conservancy news, events, and programs.

- Coordinate event photographers and media as well as pre- and post-event media coverage, work with photographers at event to gather photo IDs.
- Coordinate speaking programs for Conservancy events; write talking points for public officials, event chairs, and Conservancy leaders.
- Work with community leaders by sending periodic updates on Hermann Park happenings and Conservancy achievements.
- Work to promote various community events and identify potential community and media partners.

Website/Digital Content

- Develop, implement, and manage the Conservancy's online presence and strategies, including management and routine maintenance of Conservancy's website using a content management system (CMS) and online giving webpages.
- Requires ability to utilize Google Analytics and social media data to measure success and inform communication initiatives and strategies.
- Update and maintain the Conservancy's Greater Giving pages in accordance with timelines for projects and special events.
- Develop strategies for and manage presence on social media platforms, including Facebook, Twitter and Instagram.
- Bi-weekly reports on website and social media analytics.
- Write, edit, and prepare content, including visuals, for electronic communications, including monthly *e-news*, announcements, invitations, and HPC events and programs through the Constant Contact email system.

Miscellaneous

- Design PowerPoint presentations for sponsors, general public, and board meetings.
- Maintain an organized photo archive.
- Fulfill photography needs for Conservancy events and Park/scenery images by working with the community and Conservancy employees to ensure coverage.
- Work with board committees to identify and accomplish strategic program goals.
- Administrative duties include answering main Conservancy office phone line and responding to and/or fielding emails and messages to general Conservancy email addresses.
- Bi-weekly reports to Development Manager and President.
- Other duties as assigned.

Qualifications

- Bachelor's degree.
- Three years' experience in marketing and communications including social media and website management.
- Proven ability to be highly organized and able to initiate, prioritize, and manage projects and tasks.
- Strong attention to detail in a fast-paced, deadline-driven environment.
- Excellent verbal and written communication skills.
- Advanced computer skills in MS Office Suite, particularly MS Excel, Word, and PowerPoint.
- Experience working with Adobe Creative Suite.
- Advanced proficiency with social media platforms – Facebook, Twitter, and Instagram.
- Ability to work 2-3 evening events or meetings per month.

Application Instructions: Mail or email a cover letter and résumé to:

Hermann Park Conservancy

1700 Hermann Drive

Houston, Texas 77004

Email: Michele Andrews - mandrews@hermannpark.org