



TEATOWN LAKE RESERVATION Job Opportunity Communications and Marketing Manager

Summary of Position: Manage Teatown's external communications, public relations, and marketing efforts.

- Implement and evaluate Teatown's communications and marketing program and budget
- Timely delivery of scheduled communications

This is a full-time position with a 35-hour work week. The regular work week is Monday-Friday, 7 hours per day. This position will be performed primarily on-site, but can be performed remotely if conditions warrant. This position reports to the Associate Director of Events and External Affairs, and works closely with the Associate Director and the Director of Development.

Principle Duties and Responsibilities:

- Serve as webmaster for teatown.org; coordinate both the front-end and back-end management (WordPress) and appearance for website; manage e-commerce for events and sales
- Responsible for upholding Teatown's established visual brand identity, assuring that the brand is consistent across communications
- Generate material to promote educational programs and events, the Annual Report, brochures, flyers, etc.
- Write and disseminate Teatown's bi-weekly eNews, sharing Teatown events, programs, environmental thought pieces written by Teatown Education staff and others
- Create and execute a content management strategy designed to establish Teatown as a thought leader in environmental stewardship, sharing photography, events, updates, and happenings across platforms including social media and the Teatown Blog
- Promote attendance at public programs and events through broadcast emails, by posting in online community calendars, and through media partnerships
- Create summer camp MudPrints e-blast for each camp session (6 total).
- With Director of Development, produce year-end and spring fund-raising direct mail appeals, #GivingTuesday, and other appeals as needed
- Generate, implement, and assess impact of all advertising for Teatown
- Write press releases, submit to local and regional media, and conduct follow up before and after events
- Design and produce signage for the campus and preserve
- Create strategy, implementation, and assessment of the general marketing budget, as well as the summer camp advertising budget
- Create communication plans for special initiatives (e.g., parking communication, new membership benefits, etc.).
- Other duties as required



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Position Requirements/Qualifications:

- Successful candidate will have at least 5 years of relevant experience including familiarity with social media platforms
- Bachelor's degree in communications, marketing, or relevant major
- Excellent graphic design and copywriting skills
- Experience with Adobe Creative Suite, WordPress, Constant Contact, and e-commerce platforms; basic photography skills a plus
- Ability to represent Teatown and to deal effectively with a wide range of individuals, donors and organizations
- Demonstrated solid writing, oral communication, and analytical skills
- Strong organizational skills
- Ability to work well and congenially with staff across departments and with volunteers; positive, can-do attitude
- General knowledge of environmental science and nature conservation a plus
- Native Spanish fluency a plus
- Occasional weekend work for special events (e.g., EagleFest, PlantFest, annual Gala, art exhibit openings)
- Proof of full COVID-19 vaccination sequence, including booster shot(s) where applicable

Benefits: Teatown provides health and dental insurance, generous holiday and PTO allotments, and a 403(b) plan with employer contribution.

Salary range: \$45,000-\$50,000, commensurate with experience.

Teatown is a 1,000-acre nature preserve and environmental education center located in Ossining, New York. With 15 miles of hiking trails, it is the largest independent, community-supported nature preserve in Westchester County. Teatown welcomes nearly 28,000 visitors yearly for hiking, outdoor education events, virtual environmental education programs, and summer and school-vacation natural science day camps for children. Our mission is to inspire our community to lifelong environmental stewardship. Teatown is an equal opportunity employer. We are committed to a diverse and inclusive environment for all employees.

To apply, please send résumé, cover letter, and three recent writing samples to: Willard Sandford, Human Resources Manager: wsandford@teatown.org. No calls, please.

Deadline for applications: January 31, 2022.