



STRATEGIC COMMUNICATIONS MANAGER

OVERVIEW OF POSITION

As the Strategic Communications Manager, you will report directly to the Executive Director and be responsible for creating and implementing the organization's communications strategy. In this role, you will identify various entities within FRP's partner and supporter base and determine the best way to communicate information to these diverse audiences. You will also be responsible for developing and executing tailored communication plans, leveraging digital platforms (social, website, email, etc) as well as offline channels to engage FRP's funders, members and other stakeholders, including community-based organizations, neighbors, volunteers and other interest groups.

RESPONSIBILITIES

- Develop marketing and community engagement strategies for current programs and campaigns
- Evaluate new and existing programming to assess suitability and the need for changes, using information such as audience surveys and feedback
- Develop and plan online programs and campaigns, and self guided programming based on factors such as community needs and interests, data, and viewer demographics
- Track program budgets and campaign response rates to evaluate each campaign based on goals and objectives
- Lead website redesign
- Write interesting and effective press releases, prepare information for media kits as needed
- Write content, edit, and oversee contracted design teams to produce materials such as annual reports, informational guides and brochures

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- Cultivate and maintain relationships with community and civic groups, volunteers, and the general public in neighborhoods immediately surrounding Phase 1 of the Rail Park and along the three-mile stretch
- Arrange community and partners meetings and other events including marketing, coordination of catering and venues, materials preparation and supplemental communications
- General administrative management, including but not limited to managing calendars, performing human resource functions such as initiating processing for interns + volunteers, and handling membership / swag orders

Our Ideal Candidate Is:

- A content creator with deep expertise in managing digital communications channels (website, social media, email marketing, etc.) who is also comfortable working across a wide range of channels and activities
- Passionate about and committed to FRP's vision, mission and values of diversity, equity and inclusivity
- Able to work independently with little oversight, collaborate effectively with others and wear multiple hats
- Skilled at engaging with a wide range of people from varied socio-economic and cultural backgrounds
- Entrepreneurial, hands-on and proactive
- Flexible, accountable and team-oriented
- Able to work evenings and weekends (Flex time will be provided.)

QUALIFICATIONS

- Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media
- Informed of trends, innovations, and changes that affect digital media and online programming



- Minimum three years' experience in communications, marketing, community engagement, public programming or related fields
- Excellent project management and implementation skills, time management, and organizational skills, including attention to detail and abilities to prioritize assignments, identify sub-tasks and keep multiple projects moving simultaneously
- Excellent written, oral, and visual communication skills
- Experience utilizing data to tailor communications and content
- Experience managing public programming and events
- Familiarity with community development and public space issues a plus
- Language proficiency in Mandarin or Spanish a plus

ABOUT FRIENDS OF THE RAIL PARK

Friends of the Rail Park (FRP) is a 501(c)3 organization whose mission is to connect people to the future of parks and public space. FRP brings people together to envision and unlock the potential of the Rail Park, an unparalleled project planned with purpose and built with the belief that parks are an integral part of a more just and equitable Philadelphia. When complete, the Rail Park will be a model for infrastructure reuse that enriches the health, culture, and ecology of the city, and creates inclusive opportunity for Philadelphians.

Values that guide us:

- **Beauty:** We create innovative, functional, and beautiful public space
- **Accessibility:** We believe designing for the most vulnerable amongst us ultimately benefits us all
- **Integrity:** We build from existing assets, preserving local culture and values
- **Collaboration:** We work with community to determine our shared future
- **Inclusion:** We center inclusion, equity, and justice in our work
- **Measurable Impact:** We are committed to a positive and measurable impact in the communities we serve

For more information, visit therailpark.org.



APPLICATION PROCESS

Please email a resume and cover letter to Jobs@TheRailPark.org. Include any key experience with developing and implementing a social media strategy that might not otherwise be reflected in your resume.

Candidates will be expected to complete an assignment/case study to demonstrate proficiency.

No phone calls please.

Friends of the Rail Park is an Equal Opportunity Employer and having a diverse staff is a fundamental principle, where employment and promotional opportunities are based upon individual capabilities and qualifications without regard to race, color, religion, gender, pregnancy, sexual orientation/affectional preference, age, national origin, marital status, citizenship, disability, veteran status or any other protected characteristic as established under law.