



Job Description: Communications Manager

Deadline to Apply: October 20, 2017

To apply: <https://app.smartsheet.com/b/form?EQBCT=8f0641b7493a4e87a23c1045066d9945>

About the Billion Oyster Project:

Billion Oyster Project's (BOP) long-term, large-scale plan is to restore a sustainable oyster population and to reconnect New Yorkers to their Harbor by engaging them directly in the work of restoring one billion oysters. In the process, BOP will educate thousands of young people in the Metropolitan area about the ecology of their local marine environment.

About the New York Harbor School:

The Urban Assembly New York Harbor School, also called the Harbor School, is a public high school located on Governors Island. This school is unique in New York City, which has 538 miles (866 km) of waterfront, in that it attempts to relate many aspects of its curriculum to the Harbor. Harbor School is classified as a Career and Technical Education (CTE) school and has six certificated CTE programs in marine science and technology.

About the Position:

We are currently seeking a communications professional tasked with effectively communicating the mission of the Billion Oyster Project but also including the Harbor School, to New York City and to a broader audience. He or she will also support development activities. He or she will work with the Director of Development and with other members of BOP to strategize, plan, and carry out this work.

Responsibilities include, but are not limited to the following:

Communications and Strategy

- Strategize and manage all Billion Oyster Project external communications
- Work with Director of Development and others to create and execute overall strategic communications plan and oversee communication strategies for all projects
- Prepare timelines and an editorial calendar
- Plan, design & write the monthly Billion Oyster Post, BOP's newsletter
- Plan and carry out social media communications
- Write and solicit material from others for the BOP Blog
- Help prepare public communications of all kinds
- Develop metrics-based assessment of success of communications; adjust strategy to increase effectiveness
- Manage BOP Website including updating, design and maintenance
- Manage and coordinate communications activities among all staff members,
- Organize and maintain electronic press clippings files & photo files
- Coordinate photography for events and activities for use in communications
- Solicit and manage permissions, media releases, and site permits for all students and adults as needed

- *Marketing and Public Relations*
- Manage all aspects of Billion Oyster Project public relations
- Write and issue press releases to support BOP activities
- Develop relationships with key journalists and editors
- Solicit and respond to press requests in such a way as to maximize relevant visibility of BOP
- Serve as Speaking Request Liaison, responding to requests for speakers and proactively seeking out appropriate venues at which BOP speakers may be featured.
- Create and maintain press kit materials
- Organize interviews & site visits, coordinating with other organizations
- Manage brand to ensure accuracy in all public representations of our work;
- Monitor and respond to mentions of BOP and Harbor School in the news
- Work closely with event consultants and other appropriate staff in marketing and publicity for fundraising events including but not limited to design and dispersal of event invitation and collateral, drafting press releases and reaching out to media to ensure pre- and post-event coverage

Required Qualifications:

- 3-5 years in communications
- Superior writing and oral communication skills
- Superior editing skills
- Basic Microsoft Office skills
- Basic design/layout experience (Adobe Photoshop, Adobe InDesign, Microsoft Publisher)
- Fluency in social media platforms and analytics methods
- Strong visual and design sense; Graphic design skills a plus
- Comfort with website management
- Experience with Mailchimp preferred

Desired Qualifications:

- MA in Communications, Marketing, English, Journalism, Public/Media Relations
- 5+ years in communications.
- Background in educational communication, environmental communication, maritime communication, or nonprofit communication.
- Experience in photography preferred
- HTML and CSS knowledge

Billion Oyster Project is fueled by the passion and commitment of the team. Enthusiasm for the work of environmental restoration, public education and environmental justice is an expectation for the position. Candidates should be comfortable working on a team with various stakeholders and delivering on complex, multi-step projects.

Salary: Commensurate with experience

Benefits: Employee is a full-time employee of New York Harbor Foundation d/b/a Billion Oyster Project, a 501(c)3 nonprofit organization. Position is a full time, year-round position and benefits include health insurance and paid vacation time.