



**Trinity Park Conservancy
Communications & Marketing Coordinator
Job Description**

Reporting to the VP of Marketing, the Communications & Marketing Coordinator is responsible in supporting the marketing and messaging for Harold Simmons Park. The Coordinator will work closely with others to ensure all communication materials are consistent in tone and message, represent the brand and create awareness and exposure to a variety of audiences. This position will create eye-catching digital and printed media leveraging graphics, imagery and content to engage, educate and excite the public about Harold Simmons Park. This position is responsible for web site and social media content (including graphics), posting, management and maintenance.

About Trinity Park Conservancy

Trinity Park Conservancy is a nonprofit dedicated to the stewardship of Dallas' largest public green space, the 10,000 acres of the Trinity River. Believing that the River is the natural gathering place for all Dallas residents, the Conservancy is committed to bringing people together to share their ideas, learn more about the possibilities and habitat of the area, and to assist in making it a more accessible space. In 2018, the Conservancy was selected to design, construct and maintain Harold Simmons Park in a private/public partnership with the City of Dallas and the Trinity River Corridor Local Government Corporation. Trinity Park Conservancy is dedicated to continuing conversations in the community throughout the Park development process. To keep up-to-date with the latest news from Trinity Park Conservancy become a Friend of the Conservancy at www.trinityparkconservancy.org.

Essential Duties and Responsibilities

- Protect and enhance the Harold Simmons Park brand in the best interest of the community, Trinity Park Conservancy, donors, board members and all stakeholders.
- Working with the VP of Marketing, develop and manage ongoing strategic and comprehensive communications plan for the Park, establish goals and track and report outcomes.
- Maintain a social media editorial calendar (including web site updates) keyed off the strategic communications plan for timely and relevant posting of information. Create digital and media graphics and messaging content and publish.
- Prepare monthly social media analytic reports to illustrate results and adapt plans, as needed. Goal is to increase engagement and add followers.
- Build relationships with partner organizations to leverage information and activities for the goal of activating spaces along the Trinity, yet highlighting Harold Simmons Park.
- Build and maintain relationships with digital influencers in Dallas and in the conservation industry.
- Monitor external mentions of the Conservancy, Harold Simmons Park and Trinity River (among others) and act as social media spokesperson (in coordination with VP, marketing) to respond to inquiries and engage with audiences via social media platforms.
- Produce and catalog photography and video to create interesting online and printed content, as well as create (or assist in the creation of) presentations and other printed proposals or reports that enhance messaging and the Conservancy and Harold Simmons Park brand.



- Develop visual content for use in official publications, internal and external reports or presentations in Adobe Creative Suite.
- Use data management and visualization to support urban planning for Harold Simmons Park.
- Gather demographic and spatial data for use in graphic and mapping illustrations using GIS and Microsoft Excel.

Preferred Background and Skills

- Bachelor's degree in Marketing, Communications, Social Media, Graphic Arts or related field.
- 4-7 years related experience.
- Excellent communication skills, with emphasis on writing for digital content.
- Media savvy in social media with a strong understanding of how to create content to go viral.
- Strong attention to detail, including visual formatting and copy-editing.
- Experience in creating reports and presentations for leadership.
- Proven skills in Adobe Creative Suite, PowerPoint, and online posting platforms. Working knowledge of Excel, Word, and other CRM database technologies.
- Desire to be a flexible team player, with a positive attitude and ability to manage multiple projects at one time.
- A passion for the mission of the Trinity Park Conservancy and the opportunity to be a part of a transformative project for the community.

Bonus Background and Skills

- Spanish language proficiency.
- GIS mapping skills—or willingness to learn. (Reference: <https://www.esri.com/en-us/what-is-gis/overview>)
- Experience with Luminate Online, a plus.

Compensation and Benefits

Salary and benefits will be competitive and commensurate with experience.

Trinity Park Conservancy is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.

To Apply

Please submit a letter of interest and resume to info@trinityparkconservancy.org, and reference “Communications & Marketing Coordinator” in the subject line. No phone calls, please.