



Trinity Park Conservancy Vice President, Marketing Job Description

Reporting to the CEO, the VP of Marketing is the storyteller of Harold Simmons Park, who provides leadership and oversight in marketing, promotion, advertising, public relations and brand development. The VP spearheads and aggressively seeks to promote distinctive brand positioning for the Park in a manner that distinguishes and enhances the Park brand. The VP of Marketing seeks to foster and develop strong public relations to support Park missions.

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

- Conducts all activities in alignment with principles and integrity of Harold Simmons Park.
- Protect and enhance the Harold Simmons Park brand in the best interest of the community, Trinity Park Conservancy, donors, board members and all stakeholders.
- Responsible for all marketing and public relations for Harold Simmons Park.
- Ensures that the Dallas community, via compelling marketing and effective storytelling, appropriately understands the diversity and complexity of Harold Simmons Park, its experiences, programming and attractions.
- Develop and manage strategic and comprehensive communications plan for the Park.
- Work closely with Programming Department (to be established) in the promotion and marketing of all programming and special events.
- Designs, implements, and facilitates annual marketing plan including its budget, focusing on driving demographic-specific attendance, engaging audiences and building brand awareness with a focus on (engage, educate and excite).
- Works closely with Development to provide support in the cultivation of donors/affiliations and partnership arrangements.
- Oversees all public relations functions, tied to programming and storytelling.
- Works closely with the CFO on HR functions for the Marketing Department, including staffing and hiring as well as, evaluating, motivating, and guiding staff.



- Manage and initiate all advertising and promotional activities and third-party fulfillment. Acts as main contact in fostering relationships with Visit Dallas and other local and state tourism agencies to coordinate marketing opportunities that positions Harold Simmons Park as a regional destination.
- Collaborates with Dallas and regional park departments to ensure consistent deployment and management of the Harold Simmons Park brand in all aspects of the park experiences, including product, signage, print and advertising.
- Supervises the Park's website and online social media content, presence and maintenance.
- Oversees all product and programming public relations storytelling activities including determining message points in various medium (news media, online, social sites and blogging); obtaining coverage of mission-centric messages (engage, educate and excite).
- Oversees media buys and media budget.
- Manages creative content development for all advertising, collateral materials, website & web development, graphics development, and photo and film product development.
- Write proposals for business partners, coordinating with development, programming, and park operations to ensure contractual negotiations with corporate partners comprehensively address all relevant aspects of promotions, product, and philanthropy. Provide support for various planning and presentation sessions, as needed.

Preferred Background and Skills

- Bachelor's degree in Marketing or related field. Master's degree or equivalent preferred.
- Ten years related experience; or equivalent combination of education and experience.
- Established experience in marketing attractions/hospitality entities, strongly preferred.
- Must have technical skills in strategic planning, market research, promotions/advertising, including managing agency relations and contract negotiations.
- Must have experience in brand-development and brand-management.
- Must have proven ability to develop and execute marketing strategies.
- Must have proven ability to accurately forecast annual, quarterly, monthly, and weekly performance and financial goals, track performance, and have the ability and humility to honestly evaluate results to improve performance.
- Decision making: Must demonstrate competence in making sound, informed decisions.
- Capacity to anticipate: The ability to plan ahead and create multiple-year marketing plan.
- Team Management: Ability to build and sustain high performance teams.
- Leadership: Demonstrates the ability to lead people and get results through others.
- Efficiency in Management: The ability to organize and manage multiple priorities efficiently.
- Demonstrates problem analysis in problem resolution at both a strategic and functional level.
- Must have excellent interpersonal and communication skills, including presentation skills.
- Must be a high-performance leader with proven ability to create synergistic relationships.
- 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.

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 “VP, Marketing” in the subject line. No phone calls, please.