

**Job Position: Communications Manager  
Houston Parks Board**

Houston Parks Board is a 501 (c)(3) non-profit organization, whose mission is to create, improve, protect and advocate for parkland in the Greater Houston region. Since its inception in 1976, the organization has raised and leveraged millions of dollars and touched at least 75% of the City's parkland either through acquisitions and/or capital improvements.

The Houston Parks Board is embarking on the boldest and most exciting capital project in its history: Bayou Greenways 2020. This ambitious project will significantly expand and enhance Houston's parks system, creating a continuous system within the city limits of 150 miles of parks and trails along Houston's bayous.

More information on the Houston Parks Board and Bayou Greenways 2020 is available at [www.houstonparksboard.org](http://www.houstonparksboard.org).

**DESCRIPTION:** This newly-created position will allow Houston Parks Board to centralize communications within the organization. The Communications Manager is responsible for the successful development and implementation of the communications strategy designed to promote the Houston Parks Board and its various projects, advocacy and fundraising efforts.

**RESPONSIBILITIES**

- Brand Management: serve as the brand manager, maintaining the integrity of Houston Parks Board and Bayou Greenways brands.
- Messaging: work closely with the Executive Director and department heads to develop talking points and key messages as needed. Refine and manage key messages, FAQ and Fact Sheets on an ongoing basis.
- Develop strategy and the implementation plan for communicating the projects, fundraising and advocacy of Houston Parks Board.
- Community Contact: serve as the first point of contact for Houston Parks Board and Bayou Greenways 2020. This entails monitoring and responding to inquiries that arrive through the website, phone, email or social media.
- Develop strategy and oversee the implementation of website improvements, social media, email communications and media relations.
- Create programs to increase subscription/traffic/distribution of the organizations various marketing tools such as weekly e-blast, social media, website and magazine.
- Assist with planning and organizational budget development.
- Project-manage the creation of Houston Parks Board Annual Report.
- Manage a Communications Coordinator. (See separate job description.)
- Manage a public relations firm that may be assisting with media relations and other communications support.

**QUALIFICATIONS**

- Portfolio that demonstrates experience with developing, managing and/or launching a communications strategy or plan for a business or organization.
- Bachelor's degree in Communications, Marketing or related field from a four-year university or college.
- Five to seven years related experience.
- Excellent verbal, written and interpersonal skills.
- Proactive; able to work independently as well as with a team.
- Must have a collaborative attitude and enjoy cultivating relationships.
- Excellent time management skills; ability to handle multiple tasks at once and meet deadlines.
- Computer proficiency with Microsoft Office suite.
- Strong familiarity with parks, trails, bayous a plus.

Salary is dependent upon experience. To apply for this position, mail resume and a cover letter to Roksan Okan-Vick FAIA, Executive Director, Houston Parks Board 300 North Post Oak Lane, Houston, TX 77024; or via fax 713-942-7664

Interviews are by appointment only. No telephone calls, please. Finalist candidates will be asked to provide writing samples and other examples of their portfolio of work.