



## **Job Description: Marketing and Communications Manager**

### **About Riverlife:**

Since 1999, Riverlife has worked to create, activate, and celebrate Pittsburgh's riverfronts. A nonprofit leader in building a community vision for Pittsburgh's riverfronts, Riverlife has overseen a \$132 million investment in the city's waterfront transformation, catalyzing \$4.2 billion in related economic development, arts and culture, and ecological sustainability on or adjacent to the city's riverbanks. We center our work on the belief that the riverfronts belong to everyone, and world-class riverfront experiences can be created for all using community-driven, equitable development and high-quality, regenerative design. Learn more at [RiverlifePGH.org](http://RiverlifePGH.org).

### **Job Description:**

The Marketing and Communications Manager is the creative force behind Riverlife's External Affairs department. The position cultivates and broadens Riverlife's public reach and audience by elevating impact and influence. The Marketing and Communications Manager upholds and builds upon Riverlife's strong reputation, brand presence, and organizational values. The right candidate will be a community-minded marketer with a strong creative side, who can also balance the need for data-driven marketing and communications strategies.

### **Key Responsibilities and Qualifications include:**

#### **Marketing**

- Build and maintain Riverlife's brand reputation and foster brand equity to develop and grow audiences and communicate across stakeholder groups
- Develop value propositions for various stakeholder audiences
- Grow the organization's online presence by managing Riverlife's social media strategy, content creation, audience engagement, and brand consistency
- Manage budgets for paid promoted posts and related campaigns
- Identify and track metrics and benchmarks for social performance
- Research and stay current on best and evolving social media practices and trends

#### **Communications**

- Work with leadership to develop communications strategies and campaigns to advance Riverlife initiatives
- Identify opportunities for steady press coverage; manage relationship with the press and coordinate press releases and statements on behalf of the organization; serve as main point of contact for media inquiries
- Work with design and print vendors to manage collateral development and direct mail distribution, including two standing fundraising appeals, signage, invitations, and other collateral as needed
- Manage the organization's website, including regular updates and ongoing maintenance
- Produce the organization's monthly newsletters
- Curate and implement communications plan for two giving societies, Riverlife Crew and Headwaters Circle

- Liaise with the Planning and Projects department to co-develop project-specific collateral and source content for social media, newsletters, and blog posts
- Oversee select design projects in house as needed, including collateral, invitations, signage, etc.

### **Events**

- Work with the Director of Development to plan and implement Riverlife's Party at the Pier, including event logistics, vendor selection and oversight, communications strategy, timeline, and budget
- Implement a schedule of virtual and in-person donor cultivation events
- Recruit, train, and supervise special event volunteers as needed
- Identify opportunities for new cultivation and community events

### **Administration and Operations**

- Attend required staff, committee and board meetings; assist with the taking of minutes, preparing of reports, and setting of agendas
- Maintain organizational files, records, and databases
- Support additional fundraising projects as assigned
- Assist other staff members with day-to-day office administration
- Other related duties as assigned

### **Education, Experience & Abilities:**

- Demonstrated passion for Riverlife's mission
- 3-5+ years of experience in marketing and/or communications
- Prior event planning experience
- High-level copywriting skills and ability to write for different audiences
- Deep knowledge of social media platforms and industry trends
- Proven ability to maintain brand consistency and build equity
- Experience with website content management systems, prior work with WordPress a plus
- Basic design skills, experience with Adobe Creative Suite, Canva, etc. a plus
- Excellent interpersonal skills and the ability to establish and maintain relationships with a broad and diverse constituency
- Strong organizational skills with a keen attention to detail
- Ability to manage multiple projects and disciplines simultaneously
- Positive and professional attitude; strong work ethic
- Ability to work independently and collaboratively in a small, non-profit environment
- Flexibility to attend meetings and work events on evenings and weekends as needed, and to travel occasionally for work-related meetings, trainings and conferences

### **Salary & Benefits:**

This is a full-time exempt position reporting to the Director of Development.

Riverlife seeks to be an employer of choice, and offers the following salary & benefits:

- \$62,400 – \$67,600 annual salary range
- 21 days PTO per year
- 13 paid holidays, including 3 floating holidays
- Medical, dental, and vision insurance for employee and family
- Retirement savings plan with an employer match
- Short- and long-term disability coverage and life insurance
- Professional development funds
- Flexible work environment, with hybrid and remote options

**How to apply:**

Send a cover letter, resume, and professional writing sample to [jobs@riverlifepgh.org](mailto:jobs@riverlifepgh.org). Applications accepted on a rolling basis until the position is filled.

We ask that applicants complete this voluntary, anonymous demographics survey to help us improve our efforts to recruit, hire, retain, and support a diverse workforce: <https://forms.gle/gNs27UsTnPDgGPVc6>

*Riverlife is an equal opportunity employer, committed to hiring and supporting a diverse workforce. Qualified individuals who bring diverse perspectives and represent marginalized communities are especially encouraged to apply.*