



## **Job Description: Communications Associate**

### **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 \$150 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 Communications Associate is a key member of Riverlife's Communications Department, responsible for implementing the organization's marketing and communications strategies to promote key organizational initiatives, including Completing the Loop, The Sister Bridges Experience, public programming, and more. Under the direction of the Director of Communications, they will manage and create content for Riverlife's communication channels, including [riverlifepgh.org](http://riverlifepgh.org), digital newsletters, social channels, blog posts, and more. They will help build brand materials for the organization, and provide administrative support for communications. This is a regular part-time, non-exempt position, working approximately 20 hours/week and reporting to the Director of Communications.

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

#### **Communications and Marketing**

- Develop content for Riverlife's communication channels that orients a variety of public and private parties to the organization. The following responsibilities will be undertaken with the guidance of the Director of Communications and an overall communications calendar and strategy:
  - Create and manage content for [riverlifepgh.org](http://riverlifepgh.org), including project pages, fundraising needs, blog content, and additional narrative needs
  - Identify and implement opportunities for front- and back end website improvements
  - Develop and coordinate social media content across Facebook, Instagram, LinkedIn, and Spotify. Additional channels may be developed over time
  - Manage a budget for paid social media promotions
  - Develop email marketing campaigns by coordinating content with identified key staff, building campaigns, segmenting, and deploying communications
  - Coordinate permissions for the use of riverfront photography and images on Riverlife promotional materials
- Develop and implement a strategy for growing audience engagement through social strategy and on the riverfronts. Analyze and report on the impact of messaging
- Work with key staff to develop and implement a repositioning strategy for Riverlife's website

- Use the organization's style guide to build brand materials for organizational use in order to bring Riverlife brand into alignment across a variety of tools, such as slide decks, Canva and document templates, and social media frames
- Assist communications team in developing and implementing riverfront activation programming to advance Riverlife's mission and represent Riverlife at public programs and events

### **Administration**

- Coordinate systems and processes for communications functions across the organization
- Assist in managing contracted scopes with external consultants as needed
- Attend required meetings; assist with note taking and preparing materials for reports
- Conduct research on social media, marketing, and trends and report out to senior staff
- Assist with photo and file server management
- Maintain organizational records and files, including the CRM database
- Assist other staff members with day-to-day office administration as needed

*Other related duties as assigned.*

### **Preferred Experience & Abilities:**

- 1-3 years of professional experience in marketing and communications, preferably in a nonprofit environment
- Background or demonstrated interest in urban planning, landscape architecture, urban design, environmental studies, community and economic development, and/or riverfront improvement projects
- Prior professional experience posting and promoting original and engaging content on social media
- Excellent writing and editing skills for both professional and social media audiences, and the ability to adopt Riverlife's voice and brand standards when creating content
- Proficiency with WordPress or similar website content management systems
- Fluency in Google Suite (docs, sheets, slides, drive) and Canva
- Familiarity with Adobe InDesign, Photoshop, and Illustrator or similar
- Familiarity with CRM databases – prior Salesforce experience a plus
- Familiarity with planning special events a plus.
- Occasional evening and weekend hours may be required to help produce programming and special events
- Light physical activity, including some lifting of items up to 25 lbs., may be requested

### **Compensation Details:|**

This is a regular, part-time, non-exempt position reporting to the Director of Communications. Riverlife seeks to be an employer of choice, and offers the following salary & benefits:

- \$18-20/hour salary range
- 12.5 days of PTO per calendar year
- Retirement savings plan with an employer match
- Flexible hybrid work environment

### **How to apply:**

Applications accepted on a rolling basis until the position is filled. Interested candidates should send a cover letter, resume, one sample of professional writing, and two samples of writing or

posts intended for a social media audience, through the online application form at [riverlifepgh.org/communicationsassociate](https://riverlifepgh.org/communicationsassociate)

We ask applicants to complete this voluntary, anonymous demographics survey to help us improve our efforts to recruit, hire, retain, and support a diverse workforce:  
<https://forms.gle/oSijmamt7zX6xna26>

*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.*