**POSITION DESCRIPTION**

**Buffalo Bayou Partnership (BBP) Director of Communications**
Reports to: Vice President of External Affairs  
Supervises: Communication and Membership Coordinator  
Works with: Chief Development Officer, Director of Programming  
Classification: Full-Time, Exempt

**Buffalo Bayou Partnership**
Buffalo Bayou Partnership (BBP) is the non-profit organization revitalizing and transforming Buffalo Bayou from Shepherd Drive to the Port of Houston Turning Basin. From spearheading award-winning capital projects such as the 160-acre Buffalo Bayou Park to constructing trails, operating comprehensive maintenance initiatives, and offering programming and public art, Buffalo Bayou Partnership is reclaiming Houston’s unique waterfront. The organization is at a moment of significant change and growth as it expands its staff and embarks on implementation of the recently completed Buffalo Bayou East Master Plan.

**Job Summary**
The Director of Communications will work closely with the BBP leadership team on a vision that will enhance BBP’s visibility and engage a wide range of populations with Buffalo Bayou. This position is responsible for developing and implementing a strategic, detailed communications and marketing plan that includes media relations, branding and design, and community engagement.

**Duties and Responsibilities**
Work closely with VP of External Affairs and other colleagues on a multi-year strategic plan that promotes BBP’s mission and enhances its visibility. This will include:

**Media Relations:**
- Develop and implement a sophisticated year-round media relations plan that includes regular communications with various media (print, digital, TV, radio) and addresses BBP’s range of features such as its natural assets, public art, and events.
- Enhance BBP’s media contact list and build relationships with members of the media
- Write and distribute press releases and maintain press kits
- Serve as one contact for the media along with President and VP of External Affairs

**Marketing:**
- Work closely with BBP leadership team on an overall strategic vision and marketing plan for BBP and its programs that includes print collateral, digital media, strategic partnerships, and advertising
- Derived from the above vision, develop a feasible year-round work plan marketing BBP programs and events, while also promoting its overall identity
- Oversee BBP website and email newsletters with assistance from Communication and Membership Coordinator
- Oversee social media campaigns, with assistance from Communication and Membership Coordinator
- Serve as main contact with outside designers and marketing experts
- Seek out strategic marketing partnerships with other organizations
• Pursue sponsorships for BBP programs and events
• Occasionally place paid advertisements, if needed
• Work cooperatively with Chief Development Officer and Director of Programming
• Occasionally make appearances/presentations on behalf of BBP at outside events
• Occasionally staff weekend and evening events

**Qualifications**
• A minimum of five (5) years in communications and marketing
• Excellent verbal and written communication skills
• Demonstrated ability to strategize, and develop and meet goals with a broader mission in mind
• Creativity
• Excellent organizational and time management skills
• Self-motivated, energetic and a team player
• Strong ethics
• Some supervisory experience

**Salary and Benefits**
Buffalo Bayou Partnership offers a competitive salary and excellent benefits

Please submit cover letter and resume by e-mail, fax or mail. No phones call please.

Address:
1019 Commerce Street, Suite 200
Houston, Texas 77002

E-mail:
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(713) 223-3500