

Buffalo Bayou Partnership (BBP) Director of Marketing and Communications

Reports to: Vice President of External Affairs
Supervises: Communications 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 Marketing and 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 marketing and communications 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 Communications and Membership Coordinator
- Oversee social media campaigns, with assistance from Communications 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 marketing and communications
- 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 phone calls please.

BBP offers a competitive salary for this position and excellent benefits.

Please submit resume and cover letter to:

jobs@buffalobayou.org

Vice President of External Affairs

Buffalo Bayou Partnership

1019 Commerce Street Suite 200

Houston, TX 77002

No phone calls please

Buffalo Bayou Partnership is an Equal Opportunity Employer.