



# Buffalo Bayou Partnership

## **Position Announcement:**

### **Marketing and Communications Manager**

Reports to: Vice President of External Affairs

Supervises: Marketing and Communications Coordinator

Classification: Full-Time, Exempt

## **Buffalo Bayou Partnership**

Established in 1986, Buffalo Bayou Partnership (BBP) creates and stewards welcoming parks, trails, and unique spaces, connecting Houstonians with the city's most significant natural waterway. The non-profit organization's geographic focus is the 10-mile stretch of the bayou that flows from Shepherd Drive, through the heart of downtown, into the East End, and on to the Port of Houston Turning Basin. BBP spearheads award-winning projects such as Buffalo Bayou Park; constructs hike and bike trails; removes trash from the waterway; and engages tens of thousands of visitors each year through programming, public art, volunteer events, and recreational opportunities.

By 2032, Buffalo Bayou Partnership and its partners will realize the **Buffalo Bayou East 10-Year Plan**, bringing parks, trails, bayou-crossing bridges, affordable housing, cultural destinations, and infrastructure improvements to the Greater East End and Fifth Ward. This visionary plan is made possible by a \$100 million catalyst gift from the Kinder Foundation to Buffalo Bayou Partnership, which leveraged significant public support from Harris County and the City of Houston, including Tax Increment Reinvestment Zone funds.

## **Job Summary**

BBP seeks a creative and energetic Marketing and Communications Manager to serve as a key member of a small External Affairs team, working on all aspects of marketing and communications. Duties include design oversight, public relations, and digital communications strategy and execution. The position will supervise the Marketing and Communications Coordinator and will work both independently and as part of a group of External Affairs employees.

## **Duties and Responsibilities**

### **Media Relations:**

- Working with VP of External Affairs, 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 key contact for the media, along with President and VP of External Affairs.

### **Marketing:**

- In collaboration with VP of External Affairs, develop and implement a marketing and communications plan for BBP and its programs that includes print collateral, digital media, strategic partnerships, and advertising.
- Create and execute detailed work plans to promote BBP as a whole, as well as its individual areas including capital projects, public programs, and ongoing initiatives.
- Produce high-quality, compelling content through writing, graphics, photography, and video, across all platforms (emails, social media, website, print marketing)
- Oversee and maintain BBP website and multiple email newsletters with assistance from Marketing and Communications Coordinator.
- Maintain social media accounts including daily monitoring and updating with assistance from Marketing and Communications Coordinator.
- Regularly produce signage and graphics, both in house (as possible) and working with outside designers and vendors.
- Seek out strategic marketing partnerships with other organizations.
- Occasionally place paid advertisements (as needed).
- Work cooperatively with other staff including those in development, programming, community engagement, and visitor services.
- Sometimes staff weekend and evening events.
- Occasionally make appearances/presentations on behalf of BBP at outside events.

### **Qualifications**

- A minimum of five (5) years in marketing and communications
- A minimum of one (1) year supervisory experience
- Skilled in Adobe Suite, WordPress, Canva, MailChimp (or similar), and multiple social media platforms
- Experience in MS Office
- Excellent verbal and written communication skills
- Demonstrated ability to develop plans and meet goals with a broader mission in mind
- Excellent organizational and time management skills
- Proactive and creative
- Self-motivated, energetic and a team player
- Strong ethics
- Graphic design, photography, and videography skills a plus
- Spanish language skills a plus
- Experience in non-profit organizations a plus

### **Salary and Benefits**

Buffalo Bayou Partnership offers a competitive salary and excellent benefits.  
BBP is an Equal Opportunity Employer.

### **To Apply:**

Please submit resume and cover letter to

[jobs@buffalobayou.org](mailto:jobs@buffalobayou.org)

Subject line: Marketing and Communications Manager

Finalists will be asked to provide work samples.

No phone calls please.