



Buffalo Bayou Partnership

Position Announcement:

Marketing and Communications Coordinator

Reports to: Director of Marketing and Communications
Classification: Full-Time, Exempt
Weekly Schedule: 8:30am–5:30pm, Monday through Friday
Office Location: 1019 Commerce Street, Houston, TX 77002

Buffalo Bayou Partnership

Established in 1986, Buffalo Bayou Partnership (BBP) is the non-profit organization creating and stewarding welcoming parks, trails, and unique spaces, connecting Houstonians with the city's most significant natural waterway. The organization's focus is the 10-mile stretch of the bayou that flows from Shepherd Drive, through the heart of downtown and the East End, and on to the Port of Houston Turning Basin. In addition to spearheading award-winning green spaces such as Buffalo Bayou Park, BBP also operates comprehensive green space and waterway maintenance programs and engages tens of thousands of visitors each year through dynamic programming, public art, volunteer events, and recreational opportunities that enrich the quality of life in Houston.

Position Summary

The Marketing and Communications Coordinator serves as a key member of the External Affairs team and supports the implementation of BBP's marketing and communications strategies. Working under the direction of the Director of Marketing and Communications, this position is responsible for the day-to-day production, coordination, scheduling, and maintenance of BBP's digital communications across social media, email, website, advertising, and other channels, as well as print and signage collateral.

Duties and Responsibilities

Social Media

- Draft social media copy and visual content, including images, digital graphics, and video for review and approval by the Director of Marketing and Communications
- Schedule and publish approved content across Instagram, Facebook, LinkedIn, YouTube, and other channels
- Monitor social media engagement and respond to comments and messages in a timely manner, escalating issues or inquiries as appropriate
- Maintain and contribute to a comprehensive and dynamic social media content calendar
- Produce monthly reports on social media performance and engagement
- Remain informed on social media trends and best practices through consistent engagement and continuing education opportunities
- Keep and regularly update a list of social media influencers and coordinate targeted outreach

Email

- Assist with the production of monthly e-newsletters through Mailchimp, including contributing to outlines, drafting and reviewing copy, gathering content, building layouts, and coordinating the review process
- Draft and coordinate routine email marketing and event communications for programs and tours through Mailchimp and BBP's ticketing software, FareHarbor
- Schedule and distribute approved email communications
- Maintain email contact lists, including adding, removing, and segmenting contacts as needed

Website

- Conduct daily updates and general maintenance of BBP's website, including events, tours, visitor information, venue rental details, and other routine updates
- Add and maintain information in FareHarbor, BBP's website calendar, and third-party ticket vendors
- Coordinate with external website vendor to address technical issues and repairs
- Collaborate with the Director on evaluating current content and developing new content as needed
- Produce monthly website analytics reports through Google Analytics and provide information to the Director and Vice President of External Affairs for evaluation and planning

Marketing and Graphic Design

- Execute marketing plans and campaigns developed by the Director of Marketing and Communications
- Submit programs and events to community calendar listings regularly
- Maintain an updated list of community calendars and other promotional opportunities
- Coordinate placement and scheduling of approved paid advertisements through Meta Business Suite, Google Ads, and other platforms as needed
- Distribute approved print materials and temporary signage for events and programs
- Design digital and print assets for programs and general marketing purposes, including digital and print advertisements, flyers, graphics, postcards, posters, and signage using established brand standards and templates
- Coordinate production and distribution of approved marketing materials
- Assist members of other departments in maintaining BBP's brand standard across digital and print materials

Communications

- Track press and media coverage featuring BBP and its programs
- Maintain organized records of media coverage, communications materials, and other marketing assets
- Coordinate image and asset storage and archiving, including organizing current assets and archiving new documentation
- Assist with photo and video documentation projects as needed
- Support the preparation of press materials and other communications as instructed by the Director
- Track inventory of print materials and signage in the administrative office and Visitor Center, including trail maps, rack cards, a-frame inserts, and posters, ensuring timely and appropriate materials are on view year-round
- Maintain BBP's digital guide, Bloomberg Connects, including adding new programs and updating existing offerings
- Assist with post-event reports and documentation
- Produce monthly reports with survey feedback and Google reviews

- Maintain current marketing and communications calendars and tracking documents

Events and Organizational Support

- Represent BBP and staff BBP tables at community events as needed
- Assist with communications and marketing needs at in-person events throughout the year
- Support evening and weekend events as needed
- Work cooperatively with staff across development, programming, community engagement, visitor services, capital projects, and other departments
- Perform other duties as assigned

Qualifications

- Minimum of two (2) years of marketing and communications experience and/or a bachelor's degree in marketing, communications, or a related field
- Strong social media skills, including experience with Instagram, Facebook, LinkedIn, TikTok, YouTube, and other platforms
- Experience with Microsoft Office Suite, Adobe Creative Suite, Canva, WordPress, Mailchimp, and FareHarbor a plus
- Spanish and/or other non-English language skills a plus
- Videography, photography, and video/photo editing skills a plus
- Nonprofit experience a plus

Abilities

- Excellent verbal and written communications skills
- Extremely detail oriented with demonstrated organizational and task management abilities
- Able to manage multiple projects and deadlines while maintaining accuracy
- Self-motivated, energetic, creative, and a team player
- Represent BBP with a high level of integrity and professionalism
- Be a collaborative team player committed to maintaining positive engagement with all levels of staff, board members, vendors, and community members
- Able to work evenings and weekends, as needed, in exchange for other paid time off
- Willing to work in both indoor and outdoor environments

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 via email to:

jobs@buffalobayou.org

Subject line: Marketing and Communications Coordinator

No phone calls please.