



Director of Communications & Marketing Position Announcement

Forest Park Forever is a private, nonprofit conservancy that works in partnership with the City of St. Louis and the Department of Parks, Recreation and Forestry to restore, maintain and sustain world-class Forest Park as one of America's great urban public parks for a diverse community of visitors to enjoy. They have led major fundraising efforts to restore many landmark destinations in Forest Park, including the Emerson Grand Basin, the Boathouse and the Jewel Box. In 2017, the organization completed a major fundraising campaign securing \$139 million for Park restoration projects and an expanded endowment.

Today, Forest Park Forever maintains Forest Park with the City of St. Louis; raises funds for and helps manage capital restoration projects; delivers experiential educational opportunities; and provides information and guides for the Park's 13 million annual visitors.

Since Forest Park Forever is not part of the Zoo-Museum Tax District, it is supported by private donations from throughout the community, including its 8,000 members, 1,300 volunteers and many leading community and corporate partners.

Forest Park Forever has an immediate need for a strategic Director of Marketing & Communications. As a key member of the leadership team, this individual will lead the marketing, communications and public relations efforts utilizing a variety of platforms to properly steward Forest Park Forever, maximize the organization's visibility and impact on the St. Louis region and tell the story of the organization's unique partnership with Forest Park and the City of St. Louis. Building and maintaining strong relationships with the City of St. Louis, all organizational departments, media, vendors and other resources is fundamental to the success of this position and the organization.

Reporting to the Senior Vice President of Development & Community Initiatives, the successful candidate will:

DIRECT STRATEGIC COMMUNICATIONS: Oversee the communications strategy and messaging in support of the organization's strategic plan, utilizing an array of platforms, including traditional and social media, print materials, presentations, the organization's website and diverse media. Write communications on behalf of the organization and key leaders, including communications around the City of St. Louis partnership, and board of director communications

and newsletters. Serve as a trusted communications advisor to the executive director, staff, the board of directors and volunteers, including providing regular updates and reports.

ESTABLISH AND MAINTAIN EFFECTIVE MEDIA RELATIONS: Foster relationships with relevant, local, regional and national media outlets (i.e., tv, print and radio) to build broad-based support, increase donations, strengthen the organization's volunteer base, educate the community on why it's important to contribute to the park's care and how the organization is a mechanism for accomplishing this. Compose compelling press releases and develop ties with local media agencies to ensure coverage of major organizational achievements and events. Represent the organization at public events and serve as the organization's spokesperson.

LEAD MARKETING PLANS TO PROMOTE A POSITIVE BRAND IMAGE: Create marketing plans to promote and maintain a positive brand image utilizing a variety of mediums. Oversee all digital channels, including the organization's website and social media. Direct the maintenance and continued build out of a social media strategy. Provide editorial and design direction for all communications to ensure consistent and effective messaging. Lead quality control and oversee production and distribution plans. Effectively manage vendor/consultant relationships. Serve as the staff lead for the Marketing Committee of the board of directors.

MANAGE INTERNAL COMMUNICATIONS AND RECRUITMENT MARKETING: Develop recruitment marketing campaigns to attract diverse, top talent to the organization and promote a positive candidate experience. Plan ways to promote the organization at recruiting events. Participate in shaping the future of the diversity, equity and inclusion (DEI) efforts and create a strategic communications plan in support of the program. Work with human resources and leadership to identify content and align on ways of communicating relevant information to all employees.

SUPPORT FUNDRAISING INITIATIVES: In collaboration with the Development team, develop fundraising messaging and collateral to inspire donations and promote major giving initiatives utilizing a variety of media forms. Write and design creative donor communications, including the donor newsletter, annual reports and direct appeals to major donors. Assist in the creation of proposals to inspire donors to support Forest Park Forever. Support efforts to build awareness, increase engagement and create excitement in both annual fundraising efforts and special campaigns using a variety of communications channels. Promote and participate in implementing related special events.

BOOST COMMUNITY ENGAGEMENT EFFORTS: Participate in outreach efforts to local organizations and individuals. In collaboration with the Director of Community Engagement, identify strategies for the organization to connect with the community and attract support utilizing the organization's various communications channels. Coach employees and volunteers on how to effectively utilize social media to engage with the community.

MANAGE A HIGH PERFORMING TEAM: Recruit, train, supervise and evaluate department staff. Establish objectives and define results required for direct reports in support of the strategic business goals. Coach, inspire and enable staff to effectively perform and work with other departments.

Qualifications

- Bachelor's degree in strategic communications, marketing or a related field.
- Minimum of seven years of communications and/or marketing experience.
- Experience managing staff including attracting, training, establishing performance expectations and retaining top talent.
- Experience in nonprofit organizations and marketing fundraising activities a plus.
- Impeccable copywriting and copy editing skills.
- Excellent verbal communications, listening and presentation skills.
- Familiarity and established relationships with media outlets and media platforms essential.
- Must thrive in a role with public interaction and understand the complex nature of public/private partnerships.
- Strong proficiency in Microsoft Word or related software.
- Familiarity with graphic design, fundraising and project management software and website management applications. InDesign, Raiser's Edge and/or Basecamp experience a plus.

Other Skills & Abilities

- Must be an innovative and entrepreneurial leader able to develop and implement sound strategies.
- Diplomatic with the ability to negotiate in a complex, public atmosphere.
- Strong analytical and decision-making skills.
- Excellent communication skills, unquestionable character and background, and a command presence are mandatory. Must possess the ability to communicate effectively and tactfully with a wide variety of constituents.
- Must be collaborative and have a hands-on approach to creating success.
- The ability to include and engage diverse populations to join the effort is imperative.
- Must be personally accountable for deadlines and goals.
- Excellent personal organizational skills with the ability to effectively prioritize and direct the flow of multiple projects and tasks simultaneously.
- Must be able to effectively represent the organization and reflect the organization's values. A passion for the organization's mission and desire to go above and beyond to fulfill the position and make an overall contribution to the organization.

Location and Travel

This position is based in the office in Forest Park. There is occasional, local travel.

Ready to Apply?

If you are interested, qualified and ready to take the next step, apply online at [getcollaborative.com/careers](https://www.getcollaborative.com/careers). All inquiries and resume submissions will be treated as strictly confidential. Please do not contact Forest Park Forever directly.

Collaborative Strategies, Inc. is a St. Louis-based consulting firm with a dedicated search practice and has been connecting talent with opportunity since 1994. We take pride in matching talented leaders seeking mission-critical endeavors with entrepreneurial organizations such as Forest Park Forever. For more information, visit us at www.getcollaborative.com. To view our job board, visit [getcollaborative.com/careers](https://www.getcollaborative.com/careers).

Forest Park Forever Maintains a Drug Free Workplace and is an Equal Opportunity Employer.