



**GATEWAY ARCH PARK
FOUNDATION**

**Senior Manager of
Communications**

WHO WE ARE:

Gateway Arch Park Foundation is a non-profit conservancy dedicated to ensuring Gateway Arch National Park and its surroundings are a welcoming for all, vibrant, and well supported public space for generations to come. The Foundation partnered with the National Park Service, Great Rivers Greenway, Bi-State Development, City of St. Louis, and other civic interest groups to revitalize the Gateway Arch grounds, museum and surrounding areas. As the official philanthropic partner of Gateway Arch National Park, we fundraise to conserve, maintain, program and support education opportunities at the Park. Learn more about us and our exciting vision at www.archpark.org.

OUR OPPORTUNITY:

This is a unique opportunity to play an integral role in garnering support and attention for an international icon, the Gateway Arch. In order to effectively raise awareness and build support, we need a dedicated, motivated, and creative team member who, in consultation with the senior leadership team, will build, manage, and enact all facets of our communications strategy. This includes content creation, message building, media relations, developing marketing and branding strategies and developing collateral materials that will support the future of the Foundation, philanthropic initiatives, community engagement, and maintaining communication with five organizations that make up the private-public partnership.

This is a full-time, exempt position in a flexible working environment. Benefits include, health, parking, 401K, long & short-term disability coverage. This position reports to the Director of Development.

The scope of this position includes:

- **Content Creation:** This position manages the creation of content for the Foundation's print and e-newsletter, provides support in the creation and production of all materials supporting the Foundation's philanthropic initiatives and programming, and assists our Park Partners in producing and promoting their content. The Senior Manager will also provide guidance to the Communications Manager on their day-to-day operations and strategies development related to the Foundation's digital properties (website, social media, video, etc.).
- **Strategic Communications Plan:** Create and implement an overall communications plan that directly connects to and supports the organization's mission, vision, and strategic plan.
- **Media Relations:** Proactively establish and develop effective relationships with all media outlets in conjunction with the Foundation's partners. Serve as the organization's spokesperson as necessary.
- **Community Engagement:** Identify ways for the organization to connect with and engage the community. Effectively utilize our website and social media outlets (Facebook, Twitter, YouTube) to provide messages/updates that build affinity and support for the Park. Seek public outreach opportunities in a variety of forums and coordinate a Speaker's Bureau to engage and inform constituencies. Represent the organization through speaking engagements for a wide variety of constituents.

- **Public/Private Partnership:** The high-profile nature of this conservancy involves a public/private partnership with the City of St. Louis, National Park Service, Great Rivers Greenway, Bi-State Development, and Jefferson National Parks Association. This position needs to build relationships with contacts at these agencies and help facilitate communication to ensure a productive relationship for our shared vision.
- **Project Management:** Direct and manage multiple projects with competing priorities and time critical solutions. Set timelines, assign tasks, track progression and goals from inception to successful completion.
- **Other Duties as Assigned**

REQUIRED QUALIFICATIONS, KNOWLEDGE & SKILLS:

- 7+ years experience and demonstrated success in content creation, brand and marketing strategies, and strategic planning. Exceptional skills and experience in writing and editing.
- Bachelor's degree in communications, journalism, marketing, or a related field is desired.
- Ability to thrive in a fast-paced, entrepreneurial environment.
- Strong interpersonal skills with the ability to interact with and understand the various perspectives of a wide range of constituents.
- Deep understanding of creating compelling content for print and social media platforms.
- Superb written and oral communication skills.
- Strong interpersonal skills with the ability to interact with, understand and create content for the a wide range of constituents various perspectives.
- Self-starter who is comfortable accepting responsibility for successfully achieving personal, team and organization objectives.
- Exceptional project management skills, managing multiple projects and deadlines with strict attention to quality and detail.
- Strong computer skills including proficiency in Microsoft Office applications. Experience with Adobe Creative Suite and other design software is a plus.
- Passion for St. Louis, National Parks, and the positive impact the Foundation has on Gateway Arch National Park, the City of St. Louis, and the region. A track record of community and professional involvement is expected.
- Willingness to work on other duties as assigned in a small collaborative team of non-profit professionals.
- The individual must be able to perform the essential functions of the job satisfactorily as outlined in this job description; where necessary for a qualified individual with a disability to perform the essential functions of the job, reasonable accommodations will be provided.
- While performing the duties of this job the employee is often exposed to outside weather conditions while moving between various park buildings and on park trails. The noise level in the office environment is moderate to quiet. Employees are regularly required to stay stationary in an office environment.
- Willingness to work evenings and weekends and occasional holidays when necessary.
- All employees of Gateway Arch Park Foundation are subject to mandatory background checks upon hiring.

Equal Opportunity Employer: All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, ethnicity, age, disability, genetic information, veteran or military status, pregnancy, marital or familial status, sexual orientation, gender identity or expression, or any other class, trait, or status protected by law.

Gateway Arch Park Foundation is committed to providing access and reasonable accommodations in its application process for individuals with disabilities and encourages applicants with disabilities to request any needed accommodation(s) using the contact information below.

NEXT STEPS: If you are qualified and interested, take the next step, and send your resume and cover letter or send to careers@archpark.org. All resume submissions will be treated as confidential.