POSITION DESCRIPTION:
Communications & Marketing Assistant

Friends of the High Line (FHL) is the NYC Department of Parks & Recreation’s non-profit partner working to ensure the park on the High Line is maintained as a great public place for all New Yorkers and visitors to enjoy. In addition to overseeing the maintenance, operations, and public programming for the High Line, Friends of the High Line is currently working to raise the essential private funding to help complete the High Line’s construction and create an endowment for its future operations.

Reporting to the Director of Communications & Marketing, the Communications & Marketing Assistant is responsible for assisting with FHL’s media relations, external communications, and new media campaigns. The Assistant must be comfortable interacting with members of the media, and should be able to communicate in an articulate manner both verbally and in writing.

Responsibilities include

**Media Relations**
- Fielding media requests and disseminating project information via phone and email
- Managing the coordination of film and photography shoots on the High Line; serving as on-site contact when necessary
- Accompanying photographers and videographers in construction sites and on the rail yards
- Managing FHL press lists
- Creating press kits and packets as needed
- Assisting with the creation and distribution of press releases
- Leading tours for media and the public
- Assisting with representing FHL at press and community events

**Administrative**
- Working with Meltwater to capture and log articles on a regular basis
- Creating high quality PDF clips of articles
- Organizing and maintaining FHL’s media archive
- Organizing and maintaining FHL’s photography archive
- Producing media reports as needed
- Producing and distributing press packets and other media materials
- Recruiting and cultivating FHL’s volunteer photographers; coordinating coverage for seasonal features, programs, and other events
- Supervising interns
- Assisting with maintenance of department’s calendar

**Communications/Marketing**
- Taking a lead role in developing FHL’s online presence via other new media venues
- Generating story ideas and content for the printed newsletter, High Line Blog, Twitter, and Facebook
- Selecting and maintaining Facebook photo galleries
- Managing the High Line’s Flickr pool, including on-going outreach for photo use
• Updating and writing content for FHL’s Web site
• Maintaining the email newsletter list
• Lead production print newsletter and serve as liaison between FHL and design firm
• Managing online image galleries
• Managing input of content onto FHL’s YouTube Channel
• Lead production of FHL’s email newsletter and appeals
• Create reports for all e-newsletters and appeals
• Tracking and reporting statistics on Web site, blog and email newsletter
• Working with Concession staff to create and promote online sales of products via FHL’s Web shop and Amazon.com
• Responding to requests and comments sent to info@thehighline.org

Qualifications:
The successful candidate will be self-motivated, detail-oriented, energetic, and highly organized. The candidate should have an interest in media and communications, and must be a skilled writer. Strong web research skills, a familiarity with major media outlets, and proficiency with Microsoft Office are mandatory. Adobe Photoshop and HTML skills are preferred but not required.

To Apply:
Submit cover letter and resume to: jobs@thehighline.org. Only those whose applications are being considered will be contacted. No phone calls please.

Friends of the High Line is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.