Communications Manager (full-time, onsite)

Planting Fields Foundation is seeking a Communications Manager to oversee marketing, PR, and communications efforts and strategies. This position is responsible for external communications, public relations, marketing of exhibitions, programs, and events, audience building, media relations, design oversight, advertising coordination, and other duties as assigned. This position reports to the Director of Advancement.

Duties + Responsibilities

- Develop and execute integrated, results-oriented marketing and communications campaigns in support of the Foundation’s, strategic objectives, revenue goals, and audience development priorities.
- Develop an internal calendaring system to result in strategic messaging and promotion throughout the year.
- Identify and develop key messaging; draft, edit, and facilitate the distribution of all marketing materials.
- Work with all departments to develop materials that convey what Planting Fields is about; ensure messaging is consistent and mutually supportive.
- Promote sharing of effective communication materials across departments.
- Either come with or be enthusiastic to develop close relations with key media outlets, including local, national, print, broadcast and online to garner press and earned media and to place advertising and promotions.
- Look for opportunities to partner with other cultural organizations whose interests overlap with the Foundation’s and could connect the organization with new audiences.
- Consistently track and report on the success of marketing efforts and press campaigns.
- Oversee production of a variety of promotional materials (annual report, brochures, exhibition collateral, annual giving campaign etc.).
- Implement and maintain standards for marketing, branding, and graphic design.
- Organize press kits and exhibition press previews.
- Manage advertising campaigns (from media planning and creative development through to execution and launch) across a wide range of channels including print, digital, and onsite.
- Execute a comprehensive digital media strategy that includes the Foundation’s social platforms (including Facebook, Instagram, WeChat, and Twitter); current digital media channels like YouTube and TikTok etc.
- Supervise social media content development, from copywriting and creation of digital assets—such as photos, videos, and motion graphics—to scheduling and posting.
- Manage seasonal staff and consultants related to marketing and communications initiatives.
- Facilitate the production and editing of photo, video, and audio content.
- Track and report data using analytic tools.
- Manage the department budget in a careful, strategic manner.
- Be primary contact with PR consultants, designers, and printers.
- Perform any other duties reasonably related to the functions described above.
Qualifications + Requirements

- A proven track record of developing and maintaining positive professional relationships with the media
- Thorough understanding of traditional and digital media
- Ability to adapt to new trends and technology
- Bachelor’s degree and four to six years of professional experience in marketing, public relations or associated field
- Exceptional storytelling—written and visual—and production skills across mediums and platforms
- Extensive knowledge of Facebook, Twitter, Instagram, and YouTube
- Editorial skills with a keen eye for consistency, accuracy, and detail
- Strong organizational skills, attention to detail, and ability to prioritize multiple time-sensitive projects in a fast-paced environment
- Effective listener and team-oriented sensibility

Compensations + Benefits

- Salary range between $65,000-$75,000
- Eligibility for 403(b) retirement account
- Medical/dental benefits
- 15 days paid time off

Additional Information
This is a full-time position based in Oyster Bay, New York.

Planting Fields Foundation is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws. This policy applies to all employment practices within our organization, including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. Planting Fields Foundation makes hiring decisions based solely on qualifications, merit, and business needs at the time.

To apply, send a resume, letter of interest, and work samples (all in PDF format) to hr@plantingfields.org.

About Planting Fields
Planting Fields Foundation strives to preserve and make relevant to all audiences the heritage of Planting Fields, an early 20th century 409-acre estate, designed as an integrated composition of the built and natural world. Founded in 1952 by William R. Coe, the Foundation is a not-for-profit public educational foundation chartered by the New York State Board of Regents and tax exempt under the status for a 501C3 organization. Located in Oyster Bay, New York and originally landscaped by the Olmsted Brothers of Brookline, Massachusetts, the Arboretum grounds feature 409 acres of greenhouses, rolling lawns, formal gardens, woodland paths and outstanding plant collections. The original historic estate buildings remain intact including Coe Hall, a 65-room Tudor Revival mansion designed by Walker & Gillette. The interior of the house is a showcase of artistry and craftsmanship and features a distinctly American aesthetic through original ironwork commissions by Samuel Yellin and murals painted by artists Robert Winthrop Chanler and Everett Shinn. Planting Fields is included in the National Register of Historic Places. Learn more at www.plantingfields.org