



Communications Specialist

The Detroit Riverfront is one of the most vibrant gathering spaces in Michigan. Each year, more than 3 million people visit the Detroit Riverfront to meet friends, enjoy the natural beauty and participate in public programs and more. **The Detroit Riverfront Conservancy (DRFC) seeks a full-time Communications Specialist to assist the Director of Communications in helping tell the story of the Detroit Riverfront being “a world-class gathering space for all.”**

The Detroit Riverfront Conservancy was formed in 2003 as a 501(c)(3) organization with the mission of developing access on the Detroit International Riverfront. The Conservancy is responsible for the development, operations, security, maintenance and programming of the Detroit Riverwalk, Dequindre Cut and associated green spaces in perpetuity.

The Detroit Riverfront Conservancy connects with people through visits to the riverfront, as well as through public events and programs, groundbreakings, traditional news stories and social media. The Communications Specialist will be responsible for crafting digital brand strategy and content to connect with audiences and share the success of the Detroit Riverwalk, Dequindre Cut and associated greenspaces, among other responsibilities.

Additionally, the Communications Specialist will assist the Director of Communications with all aspects of daily public relations, marketing and advertising initiatives needed to successfully manage outreach efforts, maintain a strong brand identity and effectively communicate with key audiences.

Major Duties and Responsibilities

- Maintaining media relations efforts, which include developing news releases and pitching stories
- Assisting with development of all DRFC printed materials, such as quarterly newsletters, annual reports, brochures, etc.
- Planning and executing DRFC communications across digital platforms (website, email, social media)
- Crafting key messaging to share the story of the Conservancy, the Riverwalk and Dequindre Cut
- Fostering relationships with non-traditional communications partners to increase the DRFC brand and awareness
- Maintaining photo and video archives, which includes taking photographs and hiring photographers
- Serving as point of contact for media
- Giving tours and/or presentations as needed
- Updating general slide presentations for internal and external audiences
- Working with DRFC volunteer rep on speakers bureau and tour program
- Working with Programming team and Development team to create marketing strategy and materials
- Coordinating logistics for groundbreakings and other events
- Special projects as assigned

Your background

- Bachelor's degree or experience in public relations, communications or marketing
- Five-to-seven years of relevant work experience and/or internships in communications or marketing
- Knowledge or relationships with Detroit media
- Strong written and verbal communication skills
- Experience with media relations and pitching stories
- Experience with Word Press, Drupal or other website management systems
- Experience managing Social Media platforms
- Experience managing photo, video and print archives
- Familiar with developing PowerPoint presentations
- Ability to accomplish projects independently and manage projects simultaneously
- Flexibility in managing fluctuating priorities and deadlines
- Ability to have a flexible work schedule - some weekends and weeknights will be required on occasion

Who you are

- A champion and advocate for the Detroit RiverFront Conservancy's mission and our visitors
- Organized, meticulous and likes the details
- Knowledge of the City of Detroit and enthusiasm to work in the City
- Dynamic self-starter who can think strategically, with imagination, and possesses a good sense of humor with the ability to challenge and inspire
- Ability to work well under pressure with persistence, perseverance, tenacity, integrity and patience

To apply for this position, please email your resume, cover letter, salary requirements and a list of three references as one PDF attachment to careers@detroitriverfront.org. In the subject line of the email, include your name followed by "Communications Specialist." The Conservancy will accept applications until May 5. No phone calls, please.

This is a salaried position and the compensation package includes medical, dental, three weeks paid vacation, and 401K plan.

The Detroit RiverFront Conservancy is an Equal Opportunity Employer