

Public Relations Manager New York Restoration Project



Reports to the Vice President of Strategic Initiatives, Marketing and Policy

Primary Responsibilities:

- Develop and update comprehensive, targeted New York City and national media list (will have access to a Cision media list and monitoring account)
- Establish strong relationships with top tier print and broadcast New York City media, as well as community media in New York City's five boroughs and key national and online media – with the goal of making New York Restoration Project the “go-to” organization for issues including community gardening, urban tree planting and sustainability
- In partnership with VP of Strategic Initiatives and media consultants, develop and implement strategic public relations media plan and calendar for New York Restoration Project – including its programs, events and personalities, MillionTreesNYC and NYRP's New Leaf Restaurant & Bar – with the goal of increasing brand visibility and donations/revenues
- Proactively and strategically pitch media about NYRP, MillionTreesNYC and New Leaf programs, events and activities – keeping NYRP and its brands and programs top-of-mind with reporters
- Seek out new and unique opportunities for NYRP, MillionTreesNYC and the New Leaf to secure media coverage – keeping close attention to editorial calendars and news angles, columns and formats
- In partnership with media consultant, publicize NYRP's two annual galas and online charity auction – with the goal of increasing ticket sales and online bidding
- Keep abreast of all NYRP, MillionTreesNYC and New Leaf programs, events and activities – with the goal of developing timely media pitches
- Manage reporter presence at all NYRP events
- Develop press materials including press releases/advisories, online press kit, fact sheets, messaging, biographies and quotes
- Prepare NYRP staff for media interviews, including ongoing media training
- Work with NYRP marketing team on organization external communications including *Good Dirt* newsletter, e-newsletters and gardener communications

Required Qualifications

- Undergraduate degree preferably in communications
- 2 to 4 years public relations agency experience – significant pitching experience
- Significant relationships with New York City media (for example, NYC broadcast, NY Times, NY Post, Daily News, NY Magazine, Time Out, AM NY, Metro, and community newspapers in five boroughs)
- Strong understanding of on-line media including blogs, Facebook, Twitter and RSS news feeds
- Strong writing and editing skills
- Well-organized and attention to detail and deadlines
- Poised, articulate communicator – Spanish-speaking a plus

To apply, please send a resume and cover letter to HR@nyrp.org.