

THE TRUST FOR GOVERNORS ISLAND

MARKETING MANAGER

THE OPPORTUNITY

The Trust for Governors Island (“the Trust”) is looking for a well-organized, energetic and enthusiastic Marketing Manager to help promote Governors Island as a growing New York City public space and destination for arts, culture and recreation. Reporting to the Vice President of Public Affairs, the Marketing Manager will be responsible for developing content to market Governors Island’s public open spaces, special events, mission-oriented initiatives and future real estate development projects across all media platforms.

RESPONSIBILITIES

- Work with the Trust’s Vice President of Public Affairs and Graphic Design Associate to help define and broaden the Governors Island brand into all digital communications and print collateral across multiple departments
- Support the Trust’s team across all copywriting and communications needs
- Collaborate with seasonal arts and cultural programming organizations, special events and tenants on marketing initiatives
- Assist in the development of pitch collateral related to new programming initiatives and future real estate development opportunities
- Collaborate with the Friends of Governors Island, the Trust’s fundraising partner, by reviewing and supporting all fundraising pitch collateral
- Manage all on-Island communications and work closely with the operations and facilities team to ensure cohesion and consistency
- Edit and maintain the Governors Island website
- Generate creative content for the Governors Island newsletter and blog
- Manage Governors Island social media channels
- Maintain and organize digital assets and databases including photographs, templates, signage and other design files
- Assist with special research projects related to press strategy and community outreach

REQUIREMENTS

- Bachelor’s Degree, preferably in communications, marketing or journalism
- Minimum 3-5 years’ work experience
- Superior written and verbal communication skills with attention to detail
- Ability to manage multiple tasks at once and meet deadlines
- Strong organizational skills
- Demonstrated experience both marketing and communications

PREFERRED

- Experience with cloud-based tools and software including Adobe Creative Cloud
- Experience with HTML
- Demonstrated marketing experience with public spaces or cultural institutions

TO APPLY

Please send a cover letter and resume as a single PDF document to jobs@govisland.org with “Marketing Manager” in the subject line. No phone calls please.

The Trust for Governors Island does not discriminate on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, membership in an employee organization, parental status, military service or other non-merit factor.

BACKGROUND

Governors Island is a 172-acre island in the heart of New York Harbor nestled between Lower Manhattan and the Brooklyn waterfront. Eight minutes from the energy and excitement of the City, the Island is a popular seasonal destination. A resilient new park is complemented by dozens of unique historic buildings, environmental educational facilities, a rich arts and culture program and a 22-acre National Monument managed by the National Park Service. Unlike anywhere else in New York, Governors Island offers peaceful settings with sweeping views of the Harbor, Lower Manhattan skyline and Statue of Liberty. Looking ahead, the Island will be activated year-round as a sustainable campus for learning and entrepreneurship, with plans for expanded commercial and non-profit uses in its future.

For the 2018 public access season, Governors Island is open to the public every day from May 1-October 31. Island operations continue year-round, with a public high school, artist residency program and new commercial tenancies.

ABOUT THE TRUST FOR GOVERNORS ISLAND

The Trust is a nonprofit corporation created by the City of New York. It is responsible for the redevelopment and operation of 150 acres of Governors Island. The Trust's mission is to transform Governors Island into a vibrant resource for New York City, making this island at the center of New York Harbor a destination with extraordinary public open space, as well as educational, not-for-profit and commercial facilities.

For more information, visit www.govisland.org.