

## Manager, Digital Communications

The National Park Foundation seeks an energetic, team-oriented individual with a passion for and experience in social media community growth and management and content creation. As part of this role, the manager will assist in the creation and sharing of exceptional, compelling, and thoroughly accurate materials for multi-channel use. The position necessitates an innate curiosity, commitment to research and fact-checking all forms of communications, and ability to authentically engage new and existing audiences online. Strong attention to detail, proven project management, and ability to work under tight deadlines are required. This full-time position is based in Washington, D.C.

### WORKING AT NPF

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

For more than 100 years, citizen involvement and private philanthropy have helped to improve, preserve, and protect America's national parks. Since it was established by Congress in 1967, NPF has sustained this legacy of private philanthropy. We are a small organization with a big mandate. Learn more about us at [www.nationalparks.org](http://www.nationalparks.org).

You will be joining this growing organization at an exciting, pivotal moment in the more than 50-year history of the National Park Foundation and the more than 100-year history of the National Park Service.

### RESPONSIBILITIES AND DUTIES

The digital communications manager will:

- Create engaging copy to distribute through social channels, syndicating website content and sharing relevant posts from parks and partners
- Manage online community by monitoring and cultivating online conversations with fans and followers and provide timely responses to incoming queries
- Closely monitor social media platform and website analytics and content performance, compiling reports that interpret the data
- Write and copy-edit communications materials including website features, newsletter articles, reports, presentations, and more
- Assist in the development of the monthly editorial calendar, researching trends and relevant upcoming cultural moments to incorporate
- Draft compelling and expertly researched content related to timely and evergreen subject matters
- Curate captivating imagery for use in website features and through social channels, managing and expanding the photo library
- Research current news, industry trends, and topics relevant to public lands and the marketing and communications industry
- Provide support in preparation for and during NPF events
- Coordinate meetings with various internal and external stakeholders, reserving meeting spaces, distributing agendas, maintaining thorough notes, and preparing meeting materials

## ESSENTIAL EXPERIENCE, SKILLS, AND COMPETENCIES

The ideal candidate should have the following:

- Exceptional communications skills – written, verbal, and visual
- Proven professional experience using social media platforms (including, but not limited to, Facebook, Twitter, Instagram, LinkedIn, Tumblr, and Pinterest) to engage online audiences and communicate organizational priorities
- Demonstrated professional successes in managing an organization’s efforts in creating SEO-rich content, and engaging social media posts, email, and digital advertising campaigns
- Demonstrated cross-platform digital analytics knowledge, especially in Google Analytics, native and aggregated social analytics platforms, including Sprout Social and Simply Measured
- Proven flexibility in writing styles, both in creative and tactical materials
- Analytical thinking, research, and editing skills
- Strong organizational skills and attention to detail
- Proven ability to multitask and meet deadlines
- Team player with strong relationship-building skills, nimble and tactical under pressure
- Proficiency with the Microsoft Office suite, especially PowerPoint and Excel
- Proficient in AP style

## EDUCATION AND EXPERIENCE

- At least 5 years of experience in digital communications and social media marketing position(s) requiring content development
- Bachelor’s degree preferred in communications, journalism, public relations or a related field

## TO APPLY

If you know you are the perfect candidate for this position, we want to hear from you. Please submit your application through the National Parks Foundation ADP portal found [here](#). If you experience technical difficulties during the process, you may submit the materials listed below by emailing them to [resumes@nationalparks.org](mailto:resumes@nationalparks.org) and indicating “Manager, Digital Communications” in the subject line of the e-mail. Incomplete submissions will not be considered.

1. Cover letter
2. Resume
3. Three work samples (can include example of website features, articles, and social media posts that performed well)

*National Park Foundation is an Equal Opportunity Employer that welcomes diversity in our organization.  
Candidates of all backgrounds are encouraged to apply.*