



**NORTH
BROOKLYN
PARKS
ALLIANCE**

POSITION DESCRIPTION: North Brooklyn Parks Alliance - Manager: Creative and Content

POSTED: February 11, 2025

APPLICATIONS DUE: March 11, 2025

START DATE: April 14 - April 28, 2025

OVERVIEW

North Brooklyn Parks Alliance (NBK Parks)—the non-profit conservancy for parks and open spaces in Greenpoint & Williamsburg—is currently seeking motivated and energetic individuals to join a dedicated team working together to ensure that Under the K Bridge Park (UTK) and other local green spaces are thriving for the benefit of all North Brooklyn communities. Founded in 2003 as the Open Space Alliance, the North Brooklyn Parks Alliance’s mission is to create an equitable, accessible, and vibrant parks system in North Brooklyn.

POSITION SUMMARY

North Brooklyn Parks Alliance seeks a media-savvy, inventive, and proactive **Manager: Creative and Content** for an exciting role in shaping storytelling about our transformative programs, services, and initiatives. This position is responsible for executing the organization’s communications strategy, including designing pitch decks, reports, branding, promotional materials (both digital and print), social media content, signage, and site-specific design projects as assigned. The **Manager: Creative and Content** will also work with commissioned service providers on videography, photography, and website design. This role requires a highly motivated and organized individual with a strong editorial eye, ability to define and adhere to brand standards, and ability to manage multiple campaigns at once. A passion for parks, environmental advocacy, creative placemaking, and public space programming is a major plus. This role reports to the Director: Communications and Strategy.

RESPONSIBILITIES

Design and Content Creation

- Works closely with the Director: Communications and Strategy to conceptualize and bring cross-departmental visual narrative ideas to life across all communications channels
- Captures photo/video content for social media; assist with photo/video shoots for major campaigns

- Creates visually polished and compelling content, including static and motion graphics, photography, animation, and reels for various social media platforms (with particular focus on Instagram and YouTube; other platforms TBD)
- Supports the ongoing development of the organization’s visual identity system, ensuring brand consistency across print, digital, and social media touchpoints. Creates and refreshes design templates and brand kit assets in Canva for organization-wide and external use
- Designs layouts for pitch decks, reports, and collateral (both print and digital) to support our fundraising, programming, and initiatives

Project + Systems Management

- Adheres to deadlines as outlined in the communications calendar and as assigned by management
- Stays current with platform updates and trends to maximize engagement. Reviews digital analytics and trends and provide a brief weekly report to Communications team, highlighting successes and opportunities for improvement
- Manages production of all printed materials from conception to completion, conducting pre- and post-production quality checks
- Supports the management of all design-related consultants and freelance service providers to ensure successful project management, budget adherence, and high-quality, on-brand deliverables
- Diligently maintains digital filing systems; assists in updating and managing the organization’s media library
- Supports our Annual Gala, an “all hands on deck” event during the days leading up to and on the day of the event

QUALIFICATIONS

- Bachelor’s degree in graphic design, marketing, communications, or related field, and/or a portfolio demonstrating relevant work experience (i.e. design, branding, and digital content production)
- Advanced computer skills are required. This is an Apple/Mac iOS environment; software used daily includes: Adobe and Google Suites, Zoom, Mailchimp, Classy, Monday.com, and Canva
- Must have strong visual aesthetic, graphic design skills, and aptitude for visual storytelling
- Must be fluent in creating content—including photo and video editing—for social media
- A self-starter and problem solver with demonstrated ability to manage creative projects from start to finish
- Strong organizational and time management skills; able to manage multiple projects simultaneously
- Detail-oriented approach; dedicated to accuracy and timeliness
- Comfortable working in a tight-knit, collaborative, multi-disciplinary environment that demands flexibility while maintaining quality of work



**NORTH
BROOKLYN
PARKS
ALLIANCE**

- Solid communication and interpersonal skills, including the ability to collaborate with people of diverse backgrounds, experiences, and expertise
- Strong alignment with NBK Parks' vision, mission and approach and our organizational values of respect, equity, empowerment, accountability, and creativity
- Copywriting experience or a knack for distilling complex concepts into accessible copy is a plus
- Must be able to work an events-based schedule, including working weekends and nights as needed (comp time is provided to offset extra hours)

COMPENSATION AND HOURS

This is a full-time exempt position working approximately 40 hours per week Monday through Friday with occasional Saturdays or Sundays. The salary for the **Manager: Creative and Content** is \$60,000.

TO APPLY

Qualified candidates should submit a cover letter and resume with links to your portfolio (as one PDF document preferred) with "MANAGER: CREATIVE AND CONTENT" in the subject line to jobs@nbkparcs.org.

ABOUT NBK PARKS

North Brooklyn Parks Alliance's (NBK Parks), formerly known as Open Space Alliance, was founded 20 years ago in 2003. The organization is dedicated to fostering a vibrant and equitable network of parks and open spaces in Greenpoint and Williamsburg. nbkparcs.org / @nbkparcs

ABOUT UNDER THE K

Under the K Bridge Park is located under the Kosciuszko Bridge in Greenpoint, Brooklyn. When Under the K opened in 2021, it transformed seven acres of formerly underutilized land in Greenpoint's Industrial Business Zone into a space where culture and nature can thrive together. The park is programmed and maintained by the North Brooklyn Parks Alliance through an agreement with the New York State Department of Transportation. @underthek

North Brooklyn Parks Alliance is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected

by law. NBK Parks is committed to building a culturally diverse community and strongly encourages applications from candidates from underrepresented communities.