



# Preservation League of NYS

**Immediate Position Available**  
**Respond by January 2, 2019**

## **Director of Communications** **Preservation League of New York State**

The Preservation League of New York State based in Albany, New York, is seeking a Director of Communications who has at least 5+ years of solid communications experience working in a collaborative environment managing website content, social media, newsletters, donor communications, media relations and other outbound content. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical. Candidate must have a highly collaborative style, excellent writing skills, high energy and the ability to serve as a unifying force and to position communication discussions at both the strategic and tactical levels.

### **THE RESPONSIBILITIES:**

- Develop and deliver an annual communications plan that is aligned with the Preservation League's strategic priorities and programs.
- Deploy a full-service communications program that includes creative, editorial, digital, social media and photography services.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, press releases, newsletters, brochures, annual reports, e-newsletters, presentations, backgrounders and the Preservation League's website.
- Lead the generation of online content that engages market segments.
- Ensure that the planning and execution of communications is timely, accurate and compelling.
- Develop beneficial relationships with media outlets statewide, including television, print and online platforms.
- Partner with League departments on the review, editing and refinement of messaging for all audiences, and the development of content for print, website and social media, that follows the Brand Identity Style Guide.
- Work with all departments to create strategic communications plans to support the League's programs and objectives.
- Manage special projects as needed including the Annual Excellence Awards Program.
- Coordinate the work of vendors (printers, designers, video producers) to ensure the reinforcement of the League's culture and brand.
- Partner with the Marketing/Communications Committee to formulate overarching communication strategies and messaging.

### **THE SKILLS AND EXPERIENCE REQUIRED:**

- 5+ years of communications experience.
- Highly collaborative style; experience developing and implementing communications strategies.
- Excellent writing/editing and verbal communication skills.

- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- Relationship builder with the flexibility and finesse to "manage by influence."
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, colleague organizations, and other supporters.
- Entrepreneurial self-starter, able to work independently, who enjoys creating and implementing new initiatives.
- Proficiency with Raiser's Edge software a significant plus.

**THE ORGANIZATION:**

The Preservation League of New York State invests in people and projects that champion the essential role of preservation in community revitalization, sustainable economic growth, and the protection of our historic buildings and landscapes. We lead advocacy, economic development, and education programs all across the state. [www.preservenys.org](http://www.preservenys.org)

Salary commensurate with experience. Benefits provided including medical plan, retirement program and vacation time.

**DISCLAIMER:**

This position description is only a summary of the typical functions of the job, not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. Responsibilities, tasks, and duties of this position might differ from those outlined in this position description and other duties, as assigned, might be part of the job.

**CONTACT:**

If interested, send cover letter, resume, three references, and a writing sample to:

**[jdilorenzo@preservenys.org](mailto:jdilorenzo@preservenys.org)**  
**Subject: Director of Communications Search**  
**Please respond by January 2, 2019**