OLMSTED NETWORK | PARKS, PLACES & PEOPLE

COMMUNICATIONS MANAGER
Remote (Northeast, Mid-Atlantic, Southeast or West Coast) or Hybrid in Washington, D.C.
Full-Time, Exempt
Salary: $55,000 to $62,000
Benefits: HRA health reimbursement, 401k matching and PTO

About Olmsted Network:
The Olmsted Network is dedicated to preserving and promoting the living legacy of Frederick Law Olmsted, the preeminent 19th-century landscape architect and founder of the profession. His visionary work includes Central Park in New York, the Emerald Necklace in Boston, the U.S. Capitol Grounds in Washington, D.C., and Jackson Park in Chicago. Today, we collaborate with conservancies, friends groups, and advocates nationwide to protect Olmsted landscapes and advance his principles—especially Parks for All People. Learn more about us!

Position Overview:
The Communications Manager plays a critical role in advancing the Olmsted Network's mission through dynamic, engaging, and strategic communications. Reporting to the Director of Communications & Outreach, this position is responsible for managing day-to-day communications efforts and supporting the development and execution of a long-term communications strategy.

The ideal candidate is a self-starting multitasker with a collaborative spirit, exceptional writing skills, and a passion for the environment, historic preservation, and park accessibility.

This is a remote or hybrid role, with occasional U.S. travel and a reliable internet connection required.

Key Responsibilities:

- Co-create and execute multi-channel content aligned with the organization's voice and mission, including e-newsletters, blog posts, social media content and press releases.
- Design high-impact visual materials such as annual reports, event programs, presentations, and one-pagers using Adobe InDesign, Canva, and PowerPoint, adhering to brand guidelines and accessibility standards.
- Manage and grow the Olmsted Network's digital presence**,** including day-to-day management of Facebook, Instagram and LinkedIn, and scheduling posts through Hootsuite.
- Drive engagement through creative experimentation, including testing content formats, hashtags, and scheduling to expand reach, increase views, and grow audiences across platforms.
- Craft compelling messaging and visually engaging graphics that resonate with diverse audiences, from local park partners to national media.

- Execute media relations efforts, including drafting press releases, developing story angles, building press lists, and proactively pitching to local, regional, and national media outlets.
- Track and report communications metrics, including social media engagement, website analytics (Google Analytics), email performance, and media coverage to inform strategic decisions.
- Manage the Olmsted.org website using WordPress, ensuring content is accurate, timely, and user-friendly.
- Collaborate with the Olmsted Trail Content Manager to ensure site information is consistently updated and aligned with national network activities.
- Manage email campaigns and subscriber lists through Mailchimp; assist with segmentation, targeting, and performance optimization.
- Coordinate production and distribution of digital and print collateral for events, campaigns, and fundraising appeals.
- Build and maintain relationships with network partners, supporters, and stakeholders to amplify stories from across the country.
- Assist in programming efforts and organizational initiatives as needed, ensuring communications efforts are integrated across departments.

Qualifications

- Bachelor's degree in communications, journalism, public relations, marketing, or a related field.
- 3–5 years of professional experience in communications, preferably in a mission-driven or nonprofit environment with a dispersed national audience.
- Exceptional writing, editing, and storytelling skills, with the ability to translate complex ideas into clear, engaging content across platforms and formats.
- Demonstrated experience managing a communications calendar and producing a range of content, including newsletters, press releases, digital campaigns, and donor or advocacy materials.
- Advanced proficiency in Adobe InDesign and visual design, with a portfolio of work (e.g. annual reports, event programs, infographics, branded collateral).
- Experience with digital communications tools, including WordPress, Hootsuite, Mailchimp, Canva, Zoom, Microsoft Office, and social media platforms.
- Confidence in media outreach and engagement, including developing press lists, writing press releases, and proactively pitching to local and national media.
- Digital-first mindset with an understanding of trends and best practices in social media, digital storytelling, and content strategy.
- Strong analytical skills, with experience tracking and interpreting key metrics to improve performance and engagement.
- Highly organized project manager, able to juggle multiple deadlines, work independently, and maintain attention to detail under pressure.
- Collaborative team player who communicates clearly, builds relationships across diverse constituencies, and contributes to a positive organizational culture.
- Passion for parks, public space, environmental justice, historic preservation, cultural heritage, and/or landscape architecture—along with a genuine interest in advancing Olmsted's legacy of inclusive design.
- Commitment to equity and inclusion, with a thoughtful approach to language, representation, and outreach that supports diverse communities and partners.

How to apply
Submit a resume, cover letter, two writing samples (e.g., newsletter, blog post, press release, or social media campaign) and two design samples (e.g., social media graphic, event program, or annual report) to jobs@olmsted.org. Applications will be reviewed on a rolling basis.

Equal Opportunity Employment Policy
The Olmsted Network is proud to be an equal opportunity employer and will consider all applicants for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.