

Director of External Relations, Trust for Governors Island

The Trust for Governors Island is seeking a dynamic and creative Director of External Relations to design and execute a strategic, comprehensive, and integrated communication plan that supports the Trust's mission. The Director is responsible for ongoing communication with key stakeholder groups including Island visitors and the public broadly, the media, elected officials, advocacy groups, and the Trust's board. The Director manages and executes all marketing, public relations and social media efforts for Governors Island, its public season and its development. The Director reports directly to the President of the Trust and works closely with the senior leadership of the Trust, and the Executive Director of the Friends of Governors Island.

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Interested candidates should submit a résumé, and cover letter to jobs@govisland.nyc.gov. Selected candidates will also be asked to provide a writing sample.

Roles and Responsibilities

- Develop and execute a wide-ranging and multi-faceted strategy to ensure that Governors Island remains a shared place for all New Yorkers and welcomes visitors from neighborhoods across New York City and beyond.
- Develop and execute all marketing and communications strategies around Governors Island's public access season, its park and public spaces, new tenants and overall development
- Develop and manage all community-based efforts to invite diverse range of New Yorkers to use and enjoy the Island, including day camps, non-English speakers, senior citizens and communities throughout five boroughs
- Act as ambassador for the Island in all settings, working with colleagues, organizations on the Island, advocacy groups and the public
- Oversee Governors Island website, insuring that it is current, relevant, useful, and delightful
- Manage and execute social media strategy across multiple platforms including Twitter, Facebook, Instagram and the Governors Island blog
- Manage all media relations and secure positive press coverage
- Create major public presentations that are given to a diverse range of audiences including the Trust's board, elected officials, advocacy groups and national and international conferences
- Develop all core messages and talking points for the president and Board chair that are shared with a diverse range of audiences
- Draft all press releases, public statements and answer all press inquiries
- Serve as liaison to the Governors Island Advisory Council, creating presentations and briefings for this important group of advocates, elected officials' staff members and community groups

- Coordinate key messages across all platforms with the Friends of Governors Island, the non-profit that supports the Island with volunteers, financial resources, and advocacy
- Oversee seasonal interns who assist with some marketing and communications responsibilities
- Work closely with the Director of OpenHouseGI to promote the program to groups, the events and exhibitions created by groups and all seasonal activities enjoyed by New Yorkers on the Island

Qualifications

- 5+ years of experience in marketing and communications
- Extraordinary communication skills
- Superb writing skills
- Experience with dealing with the media, elected officials and other stakeholder groups
- Track record of success in creating and executing communications strategies that reach diverse audiences
- Demonstrated ability to secure positive press for unique projects or institutions
- Positive outlook and enthusiasm for Governors Island, its mission and its future

Required skills and competencies

The ideal candidate is creative, dynamic and entrepreneurial. The Director must have a deep commitment to an open and collaborative work environment that values a pro-active problem solving approach. In addition to exceptional communication skills, the Director of External Relations must have strong interpersonal skills and a desire to be a part of an innovative team, and work effectively with staff members of the Trust, the Friends of Governors Island, the National Park Service and others.

Background

Governors Island, a 172 acre island in the heart of New York Harbor, is only 800 yards from Lower Manhattan, and even closer to Brooklyn. It is a world unto itself, unique and full of promise.

For almost two centuries, Governors Island was a military base - home to the US Army and later the Coast Guard, and closed to the public. In 2003 the federal government transferred 150 acres of the Island to the people of New York, with governance and funding jointly shared by The City of New York and State of New York. The remaining 22 acres of the Island was declared the Governors Island National Monument and is owned and managed by the National Park Service.

In 2010 the City took full responsibility for the Island Property and created the Governors Island Corporation, doing business as The Trust for Governors Island the 501(c)3 not-for-profit organization charged with the planning, redevelopment, and ongoing operations of 150 acres of Governors Island.

The Trust's mission is to transform Governors Island into a vibrant resource for New York City, making the Island a destination with extraordinary public open space, as well as educational, not-for-profit, and commercial facilities. With the mandate to activate Governors Island, maximize public use and attract long term tenants, the Trust has led with arts, culture, and design

The Mayor of the City is the sole member of The Trust and appoints all its directors. The City is the primary source of funding for the Trust's operations and its capital projects pursuant to a contract between the City and The Trust. The offices of the Trust are located on Governors Island and are reachable by ferry service from Lower Manhattan at all times and seasonally from Brooklyn.

Since 2006, the Island has become a lively and loved destination welcoming close to 500,000 visitors during its current season which runs 7 days per week from Memorial Day to the end of September. Visitors enjoy an exceptionally diverse array of recreational and cultural programming, bike riding, hammocks, views and the spectacular landscapes of the new 30 acre park which opened in 2014. The Island has become known as New York City's shared space for art and play, with its signature OpenHouseGI program.

In the summer of 2016, the Hills will open, creating a new extraordinary destination for New Yorkers, with unique vistas, art and slides. The Island's year round tenants include the New York Harbor School, a public high school focused on the maritime environment and the Lower Manhattan Cultural Council Arts Center, with work space for artists. The Trust is readying the Island for its next chapter with a comprehensive update of the Island's infrastructure, expanded access and the Island's first commercial tenant, QC Terme, a destination day spa campus scheduled to begin construction in 2016.

With the combination of recently expanded access, an amazing contemporary park, new infrastructure, and expanded tenancy, the Island is at the cusp of a complete transformation from moribund former military base into a vital component of the arts, culture, and recreational life of New York City.

See govisland.com for more information about the island, including presentations and press coverage.

Equal Opportunity Employer

M/F/H/V

The Trust for Governors Island does not discriminate in employment 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, retaliation, parental status, military service, or other non-merit factor.