



## **Part-Time Public Relations Manager**

### **Organization:**

Bartow-Pell Mansion Museum is both a New York City and National Landmark in the Bronx's Pelham Bay Park. The site includes a circa 1840 Greek Revival mansion and carriage house, an 18th-century Pell family cemetery, and an early 20th-century formal garden. It is owned by the New York City Department of Parks & Recreation, operated by the Bartow-Pell Conservancy, and is a member of the Historic House Trust of New York City.

Bartow-Pell Mansion Museum welcomes over 14,000 visitors a year for a variety of activities ranging from guided public tours to school programs and private group tours, as well as public programs such as concerts, lectures, workshops, nature and gardening programs, plus holiday family activities.

### **Primary responsibilities:**

- Develop and implement a marketing and public communications plan for traditional and emerging markets, seeking high-level placement in print, broadcast, and online media
- Leverage existing media relationships and cultivate new contacts
- Create content for press releases, byline articles, and media alerts including weekly updates to the Spare Times section of the New York Times
- Manage museum's social media accounts and engage audiences across online outlets including Facebook, Instagram, Pinterest, Twitter, and LinkedIn.
- Identify and implement targeted outreach, from execution to delivery
- Actively review media lists with up to date contacts
- Monitor, analyze, and communicate PR results on a monthly basis

### **Preferred Qualifications:**

- Proven work experience in public relations required
- Proven track record designing and executing successful public relations campaigns
- Strong relationships with both local and national industry media outlets
- Exceptional writing and editing skills
- BA/MA degree in Marketing, Advertising, Communications or a related discipline

Hours: 30 monthly. Compensation: Hourly and commensurate with experience.

Please email resume and three writing samples to [info@BPMM.org](mailto:info@BPMM.org) and use Public Relations Manager in the subject line.

It is the policy of the Bartow-Pell Mansion Museum to provide for equal employment opportunity in and conditions of employment without discrimination based on age, race, creed, color, national origin, gender, sexual orientation, disability, marital status, genetic predisposition or carrier status.