



Director of Advocacy & Programs

About New Yorkers for Parks:

For over 100 years, New Yorkers for Parks (NY4P) has protected and promoted parks and open space across New York City. Today we are the only independent non-profit organization championing equitable open space for all New Yorkers.

NY4P conducts research and develops tangible policy recommendations on park development and management, and advocates for systemic change. Leading the Play Fair Coalition of over 300 organizations, NY4P drives both immediate actions and long-term policies that protect and enhance the city's existing and future network of parks, and informs and supports communities so they can advocate for their open space needs.

To support our efforts, NY4P builds and maintains strategic partnerships with government officials and agencies, local parks groups and conservancies, academic institutions, and other key stakeholders in the public and private sectors.

Reports to: Executive Director

Location: New York City

Compensation: Competitive compensation and benefits package including, health, dental, and vision coverage, a generous PTO allowance, and retirement contribution matching

Role Overview:

The Director of Advocacy & Programs partners closely with the Executive Director to develop and advance NY4P's policy positions, advocacy goals, and programmatic activities, while creating and maintaining collaborative and productive relationships with City officials, staff, and agencies, as well as local advocates and partner/community groups throughout NYC. Nurturing these relationships furthers NY4P's work to position parks and open space as essential infrastructure and to make an equitable parks system a key policy priority for our elected leaders.

The Director of Advocacy & Programs also develops and implements NY4P's programmatic agenda, with a focus on partnerships, community engagement, and public events. This includes providing direction for NY4P's advocacy with the Play Fair Coalition and the annual Daffodil Project; organizing events such as panels, community meetings, and rallies; representing NY4P at public meetings and events; and maintaining strong connections with the organization's constituency.

Specific Responsibilities:

Advocacy & Policy

- Builds and maintains positive and productive working relationships with elected and appointed City officials and their staff, as well as City agencies, partner organizations, citywide advocacy groups, and other stakeholders
- Manages the organization's park advocate networks through borough- and citywide meetings and webinars, and mobilizes NY4P's network of advocates during citywide advocacy campaigns
- Works to expand relationships with existing advocates and peer organizations and to develop new connections in areas of the city where fewer exist
- Manages the organization's involvement and position on parks policy, including the management of public positions and testimony
- Analyzes feedback and concerns gathered from community members, constituents, and advocates to inform policy positions
- Develops and implements campaign strategies for parks, gardens, and open spaces; helps create and circulate advocacy petitions on the annual parks budget and other park agenda matters; and supports peer organizations in their efforts to organize non-partisan election-year events and forums

Partnerships & Community Engagement

- Manages relationships with partner organizations and local community/parks groups
- Serves as a representative and spokesperson for the organization to the media, at public meetings and events, and at meetings with public officials
- Delivers presentations about the organization's mission, parks agenda, and/or specific issues to members of civic, greening, recreational and other interested organizations throughout NYC, as well as tabling at various park, garden, and other events
- Assists and advises community groups with advocacy and technical assistance requests

Programs

- Plans and directs programmatic efforts such as the Play Fair campaign, the annual Daffodil Project, and panel events
- Develops programmatic budgets and project timelines, and ensures that programs are completed on-time and within budget
- Manages program-related communication efforts, including press and media strategy and outreach
- Works with the Development team on fundraising efforts for programs, including reviewing proposals and meeting with funders

Qualifications:

NY4P seeks an outgoing, highly motivated self-starter with a track record of productive engagement with government officials and their staff, and the ability to successfully manage a variety of stakeholder relationships on behalf of the organization. Candidates should bring a passion for parks, greenspace, organizing, equity, and urban/civic issues, as well as strong written, oral, and interpersonal skills and a demonstrated ability to carry out community engagement activities with a variety of stakeholders.

A graduate degree in urban planning, policy, non-profit management, or related field is strongly preferred, but candidates with at least 2 years of experience in government relations, community organizing, or related work will be considered.

The successful candidate should enjoy the outdoors and making regular visits to parks across the city, be willing to start the workday early during daffodil season, get dirty at planting events, and drive throughout the five boroughs (NYS driver's license required). They should be comfortable working both independently and collaborating as part of a small, tight-knit team. NY4P's staff is currently working remotely due to Covid-19, but a return to the organization's offices in Manhattan on a flexible basis is anticipated in the months ahead.

This position requires facility with online media and organizing tools and the Microsoft Office and Google Apps suites. Proficiency in Spanish a plus.

Application Instructions:

To apply, please submit a cover letter and resume, in a single PDF document, to jobs@ny4p.org

New Yorkers for Parks is an Equal Opportunity Employer and does not discriminate based on age, color, national origin, ethnic origin, citizenship status, disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, marital status, veteran status, or any other characteristic protected by federal, state, or local law in its employment policies. In addition, New Yorkers for Parks will provide reasonable accommodations for qualified individuals with disabilities.