



# Hudson River Valley Greenway

**KATHY HOCHUL**  
Governor

**KEVIN BURKE**  
Chair, Greenway Conservancy

**MEG DOWNEY**  
Chair, Greenway Council

**ANDY KITZMANN**  
Executive Director

## Communications and Outreach Manager Position Description

The [Hudson River Valley Greenway](#) has created a new position of Communications and Outreach Manager to develop and coordinate all organizational communications, outreach, marketing, and related activities.

The Hudson River Valley Greenway (the "HRVG") is a state sponsored program created to support the preservation of scenic, natural, historic, cultural and recreational resources while encouraging compatible economic development.

The Hudson River Valley National Heritage Area was established by Congress and is managed by the Hudson River Valley Greenway. It includes 250 communities in ten counties bordering the Hudson River for 154 miles of tidal estuary.

## Overall Responsibilities

1. Develop and implement an organization-wide communication and outreach strategy for the HRVG. The strategy should grow partnerships, build greater awareness for the Greenway's grants and community-based programs, and present the Greenway and National Heritage Area programs as a single unified entity.
2. Collaborate with staff and board to ensure consistent, clear, internal, and external communications.
3. Manage, in collaboration with staff, an external marketing firm, a webhosting, and WebNY (the New York State Office of Information Technology's webhosting department).
4. Build and maintain a network of relationships with various county tourism promotion agencies, NYSTIA, other similar tourism groups, and government agencies throughout the Hudson River Valley.
5. Lead and manage programs and projects related to strategic goals and key activity areas as assigned.

## Primary Responsibilities

### *Organizational Communications and Marketing*

- Design and implement a multi-year strategy to efficiently consolidate and/or upgrade the HRVG's multiple web and social media platforms to the most practicable extent possible.
- Manage the HRVG's external communications and webhosting firms to create/present web content, social media posts, and programming updates.
- Serve as lead staff member on development of all publications, print materials, press releases, press events, and other externally focused communications activities.
- Coordinate, in collaboration with the Executive Director, reviews and approvals of all media materials/activities as required by the Governor's office.
- Build and maintain a current media list that is representative of the entirety of the Hudson River Valley Greenway.

*Hudson River Valley Ramble* - The Communications and Outreach Manager will serve as lead staff member for the [Hudson River Valley Ramble's](#) outreach and communications activities.



## Hudson River Valley Greenway

**KATHY HOCHUL**  
Governor

**KEVIN BURKE**  
Chair, Greenway Conservancy

**MEG DOWNEY**  
Chair, Greenway Council

**ANDY KITZMANN**  
Executive Director

- Coordinate press releases, web updates, paid advertising, including radio, digital, streaming commercials, print, and related tools.
- Develop, in coordination with staff, an annual Program Guide, including securing graphic design consultation, coordinating printing, outreach to partners with full page spreads, coordinating individual program activities, content writing and editing, and distribution.
- Secure professional photography/videography services to document multiple events.
- Develop a suite of outreach materials including, but not limited to, posters, t-shirts, and other print media materials.

### *Tourism, Marketing, & Public Engagement*

- Build and maintain a network of connections with TPAs, NYSTIA, and other tourism professionals throughout the Hudson Valley.
- Manage the publication of the Annual Report including the writing, development, and distribution.
- Ensure a clear and consistent graphic identity for the HRV Greenway and National Heritage Area.
- Generate tourism-related content for all HRVG websites, eNews, and social channels, including emphasis in 2026 for *America250*.
- Develop and maintain a web-based calendar on HRVG website(s), including editing event descriptions, ensuring accurate promotion, and reaching out to event hosts to foster relationship development.
- Manage the design, development, and distribution of all front-facing print materials.

### *General Administration*

- Perform a variety of regular, and as-needed, administrative functions, including database management, work planning, and budgeting.
- Maintain ongoing and effective communication with HRV Greenway staff, board, and partners.
- Travel is an essential part of this position and attendance is expected at board meetings, various press events, conferences (including tabling), and other communications and partner related opportunities as they arise.

### *Position Requirements*

### **Position reports to the Executive Director**



## Hudson River Valley Greenway

**KATHY HOCHUL**  
Governor

**KEVIN BURKE**  
Chair, Greenway Conservancy

**MEG DOWNEY**  
Chair, Greenway Council

**ANDY KITZMANN**  
Executive Director

### *Preferred Qualifications:*

- Outstanding writing and public speaking skills
- Interest in promoting and championing mission driven organizations
- Experience planning and executing comprehensive social media campaigns across multiple platforms.
- Skilled in creating and managing strategic, user-focused website content.
- Experience with graphic design standards and design/editing process for publications
- Proficient with Adobe InDesign and other graphic design tools.
- Bachelor's Degree from an accredited college or university in a related field
- Valid driver's license
- Travel required, including overnight

### *Enhanced Qualifications:*

- Experience planning, developing, and/or delivering a comprehensive outreach strategy
- Coordinating with external consultant teams
- Progressively responsible experience in a related field

Compensation Salary: Beginning at \$63,180 and rising to \$78,360 at the end of the 7-year step-up process. Includes state benefits including NYS Retirement System, Health Insurance, paid holidays, generous vacation, personal, and sick leave.

**This is not a state position.**

The position is based at the organizational headquarters in Albany, NY. The region offers a wonderful quality of life rich in historic, cultural, and recreational amenities. A hybrid approach of in-person office presence and telecommuting is negotiable.

### **Application submissions:**

Send cover letter and resume in strictest confidence to Andy Kitzmann, Executive Director:

[Andy.Kitzmann@HudsonGreenway.ny.gov](mailto:Andy.Kitzmann@HudsonGreenway.ny.gov).

Priority consideration will be given to applications received prior to **Friday, August 8<sup>th</sup>, 2025**.

Your cover letter and resume should clearly demonstrate your passion for championing mission-driven organizations and show a track record of success in the communications and outreach field.

Employment will be contingent upon a satisfactory background check.

*Equal Opportunity Employment*



## Hudson River Valley Greenway

**KATHY HOCHUL**  
Governor

**KEVIN BURKE**  
Chair, Greenway Conservancy

**MEG DOWNEY**  
Chair, Greenway Council

**ANDY KITZMANN**  
Executive Director

Hudson River Valley Greenway is committed to creating and maintaining an inclusive, diverse, and equitable workplace. These values not only guide our work; we believe they are essential to fulfilling our mission to improve mandated representation in New York State. HRVG staff share responsibility for creating a more inclusive workplace. Diverse voices and perspectives only strengthen our ability to create transformational change.

Candidates from diverse backgrounds are encouraged to apply. HRVG welcomes all candidates regardless of age, race, creed, color, sex, sexual orientation, gender identity, national origin, military or veteran status, disability, predisposing genetic characteristics, marital or marital status, domestic violence, victim status, arrest record or criminal conviction history.