Marketing Manager

Reports to: Executive Director
Direct Reports: None
Compensation: $50,000-$55,000 annually with benefits
Status: Full-Time, Exempt

ORGANIZATION OVERVIEW
Explore Washington Park’s mission is to improve access and the visitor experience for the 3.2 million people who enjoy Washington Park each year. Washington Park is Portland, Oregon’s “backyard.” At 410-acres, this destination Park is home to some of Portland’s most treasured attractions, including the Oregon Zoo, Portland Children’s Museum, World Forestry Center, Hoyt Arboretum, International Rose Test Garden and Portland Japanese Garden. Our organization is guided by a Board of Directors that includes director-level representation from each of these cultural institutions, as well as TriMet, Travel Portland and the two adjoining neighborhood associations. In addition to the cultural institutions, the Park has the locally significant Holocaust Memorial and Vietnam Veterans of Oregon Memorial, as well as playgrounds, an archery range, tennis courts, a soccer field, group picnic sites, over 15 miles of trails, and a TriMet light rail MAX station, the deepest transit station in North America! Explore Washington Park is committed to ensuring Washington Park is a welcoming and safe place for all who visit.

JOB DESCRIPTION:
The Marketing Manager will develop and implement Explore Washington Park’s communications, marketing, and public relations strategies. This position will use visitor data, best practices and partnerships with Washington Park’s cultural institutions to improve access and visitor experience for Washington Park.

DUTIES:
Marketing Plan Development and Implementation—25%:
- Develop and oversee the execution of a Marketing Plan to
  - Increase transit and shuttle use to the park
  - Increase overall guest experience
  - Increase visibility of Explore Washington Park as a visitor resource
  - Strengthen relationships with the community, including the park’s cultural institutions

Graphic Design/Production—15%:
- Oversee/produce reports for EWP’s board of directors and other external partners
- Manage contracts with graphic design consultants as needed
- Utilize existing graphic standards to develop signs and production images
- Manage and develop visual communication content including photo library, videos, and branded images
Public Relations / External Communications – 25%:

- Write, manage and respond to press releases
- Track Washington Park/ EWP online presence to measures communication effectiveness
- Manage Washington Park map updates, printing schedule, and distribution
- Stakeholder Relations
  - Manage the Washington Park Communications Committee
    - This committee consists of the Marketing Directors from each cultural institution and meets bimonthly
  - Build and implement marketing campaigns with key stakeholders
  - Manage Washington Park event calendar

Online presence – 35%:

- Manage website content (Drupal)
- Oversee RFP process for new website build-out
- Develop and manage social media content calendar
- Use analytics to guide tactics

Other responsibilities:

- Prepare written and oral reports as requested
- Other duties as assigned

MINIMUM QUALIFICATIONS:

- A Bachelor’s degree required, Communications or Marketing-related degree preferred
- Minimum three (3) years’ progressively responsible professional level experience
- Some experience with Drupal and/or other CMS
- Excellent proficiency in Microsoft Office Suite and Adobe Creative Suite
- Experience with SEO and/or Google Adwords
- Excellent written and verbal communication skills
- High level of creativity and an ability to work on multiple projects simultaneously
- Demonstrated proficiency in social media, and general online savviness
- Demonstrated understanding of excellent visual design principles
- Experience facilitating meetings, giving presentations, and engaging stakeholders
- Project management experience
- Experience creating content for press releases, social media and assorted graphics
- Comfortable working in an open-office environment
- A proven track record of working well with others, adapting to others’ work styles, and professional interactions with co-workers and vendors
- Experience working with diverse communities
- Bilingual Spanish a bonus
THE DETAILS
Salary and Benefits:
  ▪ $50,000 – $55,000
  ▪ Benefits include: annual TriMet pass, retirement matched at 3%, health care (premium 100% covered for employees); Employee Assistance Program, paid vacation, sick, and holiday time

Hours:
  ▪ Full-time with 40 hours per week
  ▪ Works days are typically 8 hours (plus ½ hour for lunch), 8:30 am to 5:00 pm.
  ▪ Monday – Friday
  ▪ Occasional evening and/or weekend work is required.

HOW TO APPLY
To apply, please email a resume, cover letter, and 3-5 references to info@explorewashingtonpark.org with “Marketing Manager” in the subject line.

Please also provide a short description (200-300 words) – separate from your cover letter – of a recent project or problem that you made better, faster, smarter, more efficient, or less expensive.

Please no phone calls or hand delivered applications. Submit application materials by November 24th, 2019 by 5 p.m. PST.

All submitted applications will be held in confidence.