Equity Outreach Specialist

Position Details
Reports to: Marketing and Outreach Manager

Status: Hourly/Non-exempt

Hours: .5 FTE (20 hrs/week)
Occasional evening, weekend, and holiday work may be required. EWP is currently using a hybrid remote and in-office schedule.

Pay: $25-30/hour

Benefits: Retirement savings fund (matched at 3%), PTO, Employee Assistance Program, monthly transit pass

Position Overview
The Equity Outreach Specialists administers programs defined in Explore Washington Park’s (EWP) Equity Access Plan in order to improve access to the Park for underserved populations. The work includes oversight of a grant from the Metro Regional Government that provides free transit passes to qualifying individuals. It also includes implementing a free shuttle pilot for participants of Park partner programing. The position will support the Marketing and Outreach Manager with the Washington Park Diversity Equity and Inclusion Committee, which consist of members from the Park’s key partners including the World Forestry Center, Oregon Zoo, Portland Japanese Garden, Hoyt Arboretum, Portland Parks & Recreation and TriMet.

Duties and Responsibilities
Metro Regional Transportation Options (RTO) Grant (40%)
EWP received a two-year grant from Metro to implement and market a Washington Park transit pass program, which provides free transit passes for qualified individuals to access to the Park. This position will:

- Manage the grant including quarterly reports and invoicing with support from the Marketing and Outreach Manager
- Work with the Office Manager to ensure fulfill transit pass orders
- Table at community events
- Work with the Digital Media and Design Specialist and the Marketing and Outreach Manager to market the program
- Attend Metro RTO meetings to collaborate on region-wide transportation option efforts
- Collect metrics to analysis program impacts

Washington Park Diversity, Equity and Inclusion Committee (10%)
- Attend committee meetings and provide support to the Marketing and Outreach Manager in committee management
Equity Shuttle Pilot Program (40%)
The cultural institutions of Washington Park provide specific programming to underserved populations. The EWP shuttle pilot program, along with the transit pass program, will provide transportation options for participants to access the Park. This position will:

- Work with Park partners to identify organizations to participate in the shuttle pilot program
- Work with EWP’s existing shuttle vendors to schedule direct shuttle service for participants
- Manage the logistics of the shuttle program
- Develop unified and coordinated messaging around these low income access programs
- Work with the Digital Media and Design Specialist and the Marketing and Outreach Manager to market the program
- Oversee outreach efforts to message Washington Park access programs and access to the park using transportation options
- Collect metrics to analysis program impacts

Other duties as assigned (10%)

Qualifications

Skills

- Bachelor’s degree with 2 years of work experience in a related field
- Cultural competency specific to diversity in race, language, culture, socio-economic, and abilities; sensitivities to the issues and concerns of diverse groups and communities
- Experience building and implementing programs
- Ability to collaborate on complex projects with diverse stakeholders and build partnerships
- Experience developing relationships with external organizations and community members
- Proficiency in Microsoft Office Suite, email, scheduling, and spreadsheets
- Detail-oriented with strong project management and problem-solving skills
- Strong written and verbal communication skills

Competencies

- Strong work ethic and personal accountability
- Must be a self-starter who can handle multiple priorities
- Proven track record of working well with others, adapting to others’ work styles, and professional interactions with co-workers and vendors
- Commitment to increasing equitable access to Washington Park and ensuring marketing and communication materials are inclusive of a diverse community

Work Environment

- Ability to work in a shared/open space environment
- EWP utilizes a hybrid work model allowing for work-from-home but requiring some in-person meetings and weekly scheduled office days
About Explore Washington Park

Explore Washington Park (EWP) is a non-profit dedicated to providing access and visitor services to Washington Park. Washington Park is one of Portland, Oregon’s oldest parks and, at 410 acres, is home to the Hoyt Arboretum, Portland Japanese Garden, World Forestry Center, Oregon Zoo, and the International Rose Test Garden. In addition to the cultural institutions, the Park includes the Oregon Holocaust Memorial and Vietnam Veterans of Oregon Memorial, Native American monuments, playgrounds, an archery range, tennis courts, group picnic sites, over 15 miles of trails connected to Forest Park, and a TriMet light rail MAX station. More than 3 million visitors enjoy the Park each year, making it one of Oregon’s top tourist destinations.

The Park's purpose is to connect people with the culture, diversity and wonder of nature. We are guided by the following principles:

- We are caretakers of the natural world.
- We eliminate barriers that exclude.
- We are stewards of exploration.
- We embody the nature of Portland.
- We are One Park – a community of destinations.

EWP's programs include a free shuttle, traffic management and offsite parking services, visitor information services, marketing and communications, and park planning.

For more information about the organization please visit [explorewashingtonpark.org](http://explorewashingtonpark.org).

To Apply

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet every one of the qualifications as described in a job description. We are most interested in finding the best candidate for the position, and that candidate may be one who comes from a less traditional background. If you are interested in applying, we encourage you to think broadly about your background and qualifications for this role.

To apply, please submit an application packet to [admin@explorewashingtonpark.org](mailto:admin@explorewashingtonpark.org) with “Equity Outreach Specialist” in the subject line.

Your application packet must include the following to be considered:

- Cover letter that references your experience implementing programs
- Resume

Applications must be submitted by **August 31 at 5 p.m. PST**.