Marketing and Outreach Manager

Position Details
Reports to: Deputy Director

Direct Reports: 2 Part-time positions:
  .5 FTE Design and Digital Specialist
  .5 FTE Equity Outreach Specialist

Status: Full-Time, Exempt

Hours: Full-time, M-F
Occasional evening, weekend, and holiday work may be required.
EWP is currently using a hybrid remote and in-office schedule.

Salary: $70,000 – $75,000 per year DOE

Benefits: Health, dental and vision insurance (Explore Washington Park (EWP) covers the full premium for qualifying employees), retirement savings fund (matched at 3%), PTO, Employee Assistance Program, transit pass

Position Overview
The purpose of this position is to increase awareness of and access to Washington Park in support of our One Park Vision, which elevates the Park as Portland’s premier destination. This position will implement the One Park Marketing Plan, and the Diversity Equity (DEI) and Access Plan, both of which aim to increase use of the Park by underserved populations. The position oversees two new .5FTE positions:
  • Design and Digital Specialist, who will support this position in graphic design and social media management; and
  • Equity Outreach Specialist, who will implement the organization’s Diversity, Equity and Inclusion Assess Plan by managing a free transit program, and piloting an equity shuttle program

The goals of this position are to:
  • Implement EWP’s Marketing and Equity Access Plans
  • Implement a brand refresh using an already approved brand toolkit
  • Increase use of planning tools, including website traffic and social media engagements
  • Increase awareness and use of the Washington Park Free Shuttle
  • Managing the Washington Park Marketing Committee and Washington Park DEI Committee. Through this and other interactions, facilitate collaboration among Park partners, include the World Forestry Center, Oregon Zoo, Portland Japanese Garden, Hoyt Arboretum Friends, Portland Parks & Recreation, Travel Portland and TriMet
  • Increase use of the Park by underserved populations

The successful candidate will be able to work independently, implement existing plans, and manage staff.
Duties and Responsibilities

Implement Plans and Manage Campaigns (35%)

Implement the One Park Marketing Plan
- through public-facing marketing campaigns
- and in coordination with key Park partners
Implement the DEI Access Plan
- by overseeing the implementation of a free transit pass program and equity shuttle pilot
- managing the marketing around these DEI programs, and others as they arise
Manage marketing and outreach calendar
Track and report marketing success metrics

Staff Management (25%)
Manage two part-time positions: Design and Digital Specialist and Equity Outreach Specialist. These new positions will be hired concurrently with this position.

Public Relations / External Communications (25%)
Write and manage distribution of press releases; serve as lead point person on media interactions
Track Washington Park/ EWP online presence to measure 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 quarterly.*
- Manage the Washington Park Diversity Equity and Inclusion Committee
  - *This committee consist of the equity program leads from each cultural institution and meets quarterly.*

Brand Management (5%)
Ensure external communications meet EWP design standards
Manage the work of the Design and Digital Specialist, as well as contracted graphic designers

Other Responsibilities (10%)
Manage the marketing budget, reporting details and variances to the Deputy Director
Develop and promote a supportive and inclusive staff culture
Prepare and deliver reports and presentations as assigned
Provide leadership support to the Executive and Deputy Director

Skills
Bachelor’s degree in a related field, or equivalent 6+ years’ work experience
3+ years staff management experience
Track record of developing and implementing marketing & communications strategies
Strong written and verbal communication skills
Knowledge and experience with design software including WordPress, InDesign, Photoshop, etc.
Project management experience
Experience managing contracts and consultants
Experience in a not-for-profit and/or fundraising environment preferred
Training in Diversity, Equity and Inclusion
Facilitation of diverse groups

Competencies
  Strong work ethic and personal accountability
  Must be a self-starter who can handle multiple priorities at once
  Commitment to work collaboratively with stakeholder groups
  Commitment to increasing equitable access to Washington Park
  Tenacious spirit driven by the mission of the organization

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.

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 a resume, cover letter, and three work-related references to admin@explorewashingtonpark.org with “Marketing and Outreach Manager” in the subject line.

Please highlight your experience in staff management and plan implementation. Incomplete applications will not be considered. All applications will be held in confidence.

Applications must be submitted by August 31 by 5 pm PST.