Part-Time Digital Marketing Specialist

Position Details

Reports to: Marketing and Outreach Manager

Status: Hourly, non-exempt

Hours: 25 hours/week

Preferred hours: 10 am – 3 pm, M-F
Hybrid schedule: 3 days remote, 2 days in-office. Monday is a required in-office day.

Pay: $32 – $36 per hour, DOE

Benefits: Retirement savings fund (matched at 3%), paid vacation and sick time, transit pass

Position Overview

As the Digital Marketing Specialist, you’ll be responsible for creating digital content to support our organization’s marketing strategies. This includes managing and maintaining our online presence, attracting new audiences, and keeping existing ones engaged across various platforms, from social media to website and email communications.

You’ll report to the Marketing and Outreach Manager and work closely with the Visitor Service Specialist and Equity Outreach Specialist to ensure messaging is in line with our operations and efforts to reach underserved audiences. With your knack for written storytelling, you’ll maintain a strong, consistent brand voice that’s welcoming and inclusive of a diverse community.

If you’re the ideal candidate, you enjoy writing, creativity, marketing, and community building. You have a deep understanding of social media platforms and trends, have exceptional communication skills, and know great design. You’re a self-starter who can manage multiple projects, priorities, and deadlines, present your work clearly and concisely, and are comfortable receiving and giving feedback.

Ultimately, you can promote the Park and get people excited about coming to it.

Duties and Responsibilities

- Develop, post, and manage on-brand social media content that coincides with overall marketing/communication strategies
- Create, maintain, update, and publish content to Explore Washington Park websites
Ensure ongoing usability, accessibility, and SEO of websites
- Manage Google Business profiles
- Collaborate with cross-functional teams to ensure consistent messaging across platforms
- Stay informed about emerging social media trends and provide recommendations for incorporating them into our digital strategies
- Participate in the planning and developing of digital marketing campaigns that build awareness and increase access to Washington Park
- Assist in developing on-brand creative, including collateral, signage, and ad campaigns to support marketing/communication initiatives, DEI efforts, and other organizational priorities

Qualifications

Skills
- Bachelor’s degree in marketing, communications, digital media, or related field, plus 3-5 years of work experience in digital marketing
- Proven success growing engaged audiences on social media platforms, including Instagram and Facebook
- Experience with WordPress, Squarespace, SEO, and email marketing
- Exceptional written and verbal communication skills
- Detail-oriented with strong project management and problem-solving skills
- Familiarity with Adobe Creative Suite and Canva
- Demonstrated understanding of visual design principles

Competencies
- Strong work ethic and personal accountability
- Must be a self-starter who can handle multiple priorities and meet deadlines
- 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
- Passionate about social media and EWP’s mission

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.

**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 with “Digital Marketing Specialist” in the subject line.

Your application packet must include the following to be considered:

- Cover letter that references experience with social media
- Resume
- Three samples of your work with a short description of the project and your role, including one public Instagram account that you’ve managed

Applicants must be legally authorized to work in the US through the duration of their employment with Explore Washington Park.