



www.explorewashingtonpark.org

Recruitment: Communications Specialist

Overview

Want to work in Portland's "backyard" for a well-established non-profit? Explore Washington Park needs a Communications Specialist to lead outreach efforts to the over 3.5M people who visit Washington Park each year. This position will work with the Explore Washington Park team to provide guests with information to ensure they have a positive and memorable visit.

Hours:

- Full-time, 9:00 am – 5:00 pm
- Monday - Friday
- Some evening, weekend and holiday may be needed on occasion

Salary and Benefits:

\$45,000 - \$52,000

- Exempt position
- Benefits include: annual TriMet pass, health care reimbursement, retirement package, accrued vacation and sick time

Reports to: Deputy Director
Direct Reports: None

Explore Washington Park

Explore Washington Park ("EWP") is a 501c3 with the mission of providing transportation management and information services to people visiting Washington Park in order to improve park access and visitor satisfaction. EWP operations are primarily funded through paid parking revenues. The Board of Directors includes director-level representation from the Oregon Zoo, Portland Parks & Recreation, Portland Children's Museum, World Forestry Center, Hoyt Arboretum, Portland Japanese Garden, TriMet, and the two adjoining neighborhood associations. For more information about the organization, visit: <http://explorewashingtonpark.org/>

Washington Park

Washington Park, considered Portland's "backyard," is one of Portland's oldest parks and is home to such attractions as Hoyt Arboretum, Portland Japanese Garden, World Forestry Center, Portland Children's Museum, Oregon Zoo and the International Rose Test Garden. 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. Over 3.5 million visitors enjoy the Park each year, making it one of Oregon's top tourist destinations.

The Position

The Communications Specialists in a newly created position that will implement the organization's communications, marketing, and public relations strategies. The Communications Specialists will use existing visitor data, marketing strategies, and partnerships with Washington Park's cultural institutions to market EWP's transportation and access programs. The goal of these programs is to increase access to the park by encouraging transit use, and to improve the guest experience.

DUTIES:

Marketing Plan Development and Implementation– 35%:

- Implement and evaluate EWP's newly created member-based marketing plan
 - *This effort is through a Metro Regional Transportation Option grant*
 - *Brink Communications recently completed a marketing plan for venue members*
 - *Next steps include using remaining grant funds of \$100,000 to implement the plan*
 - *This position will manage grant funds and reports and ensure compliance with all grant requirements*
- Develop and implement a marketing plan for general visitors based on member-specific plan

Graphic Design/ Production – 25%:

- Produce reports for EWP's board of directors and other external partners
- 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 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 bi-monthly*
 - Build and implement marketing campaigns with key stakeholders
 - Manage Washington Park event calendar

Online presence– 15%:

- Manage website content and guide website redevelopment process in 2019 (Drupal)
- Develop social media content to increase on-line presence
- Use analytics to guide tactics

Other responsibilities:

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

MINIMUM QUALIFICATIONS:

- Unquestionable integrity, credibility, and character, demonstrating high moral and ethical behavior
- A Bachelor's degree from an accredited college or university, plus five (2) years' progressively responsible professional level experience
- Excellent written and verbal communication skills
- High level of creativity, technical dexterity, and an ability to work on multiple projects simultaneously
- Excellent proficiency in Microsoft Office Suite and Adobe Creative Suite



WASHINGTON PARK

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- Ability to work with websites and social media platforms including but not limited to Facebook, Instagram, Google Analytics, and Dropbox
- Demonstrated understanding of excellent visual design principles
- Experience facilitating meetings, developing and giving presentations using a variety of media
- Experience or education in public relations, journalism, communications, graphic design, or marketing preferred
- Experience project managing
- Experience creating content for press releases, social media and assorted graphics
- Bilingual Spanish/ English a bonus

HOW TO APPLY: Please complete and send a completed EWP application form, along with your resume, cover letter and three work samples that highlight your outreach skills (i.e. press release, report, graphic design work) to info@explorewashingtonpark.org. Applications submitted via job search websites will not be considered; applicants must email required documents. Position closes Friday, July 27th at 5 pm. Any applications submitted after this time will not be considered. Qualified candidates will be contacted and interviews will take place in the following weeks. Please visit our website for access to the application and additional information: <http://explorewashingtonpark.org/media-rfps>.