

Employment Opportunities

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www.oregonmetro.gov/jobs



Marketing/Communications Manager – Oregon Zoo

(Manager II)

Internal and general recruitment

Status:	One full-time position
Work location:	Oregon Zoo, 4001 SW Canyon Rd, Portland, Ore.
Salary range:	\$85,577 - \$121,556 annually This position is not represented and is exempt
Recruitment number:	Zoo-1420-Aug10
Application deadline:	September 8, 2010 (internal) September 16, 2010 (general)

Internal applicants must be current employees of Metro or MERC having regular, regular part-time or temporary employment. Temporary employees employed by Metro or MERC must have gone through a competitive selection process for the position currently held. Regular employees must have successfully completed their initial probationary period.

Please carefully follow application procedures at the end of the announcement.

About the Oregon Zoo

Owned and operated by Metro Regional Government, the zoo has an annual attendance of over 1.6 million visitors and an annual budget of over \$42 million. The zoo is located along the MAX light rail line, just five minutes from downtown Portland. The Oregon Zoo is home to over 2000 animal specimens representing 279 species of amphibians, birds, fish, invertebrates and mammals. The Zoo, through its affiliate Oregon Zoo Foundation, maintains a membership base of over 48,000 active members and has one of the largest zoo volunteer programs in the country.

Position summary

The Marketing/Communication Manager provides leadership and strategic direction for all marketing, public relations and special events at the Oregon Zoo. This position will provide a multi-year strategy that drives the zoo's mission, annual goals and attendance. The Marketing/Communications Manager oversees and coordinates various departmental functions, including creation and implementation of marketing, communications and special events programming, and ensures positive and productive relationships with media, community leaders and the public. Responsibilities also include oversight of the graphic design staff which is responsible for creating park signage and artwork. The position will ensure a coordinated, integrated program of timely promotions, special events, publications, advertising, website/social media and public relations. Leads strategic planning and implementation for zoo and marketing initiatives and provides direct supervision to department personnel. Develops and implements departmental budget. Reports to the Zoo Director.

Essential job duties

An employee in this position must be able to perform all of the essential job duties listed below with or without reasonable accommodation; however, this list is not intended to include all of the specific tasks which an employee in this position may be expected to perform.

- Directs, oversees and coordinates marketing and communications related programs which involves developing concept for events/promotions, implementing ideas, maintaining relationships with sponsors and prospective sponsors, initiating new ideas and concepts, organizing meetings and planning with staff, working with other departments to ensure efficient operation of programs, and following through with implementation of programs and events.
- Responsible for enforcing the Oregon Zoo brand through long-range planning and strategic vision.
- Oversees the interpretive design and signage staff; responsible for ensuring design and publication standards are met and that the zoo's mission and brand is present.
- Develops a multi-year strategic marketing/communications plan as part of an integrated institutional strategic plan geared towards the long-term advancement of the institution. Develops and implements annual marketing/communications plan and operating budget to achieve marketing/communications goals. Develops, directs, manages and controls resources to ensure quality and timely execution of plans. Works closely with cross-divisional managers to assure open communication and effective coordination of efforts.
- Directs and oversees Zoo's annual advertising campaigns. Develops long range marketing plans for three to five years in advance.
- Oversees, plans and coordinates external communications and publications for the Zoo; writes and oversees work of staff, develops articles and materials; conducts editorial reviews; performs graphic reviews; develops publication concepts and ideas; and conducts research as needed.
- Provides full supervision of professional supervisory and technical positions with primary responsibility for hiring, promoting, transferring, assigning, evaluating performance, initiating salary action, handling grievances, disciplinary and discharging employees.
- Attends and participates in various group and committee meetings; maintaining relations; prepares reports and communications for meetings; etc.
- Prepares, manages, reviews and administers departmental budget.
- Manages key internal and external relationships, including advertising agency relationship and related activities. Conducts and reports on annual evaluation of ad agency performance and effectiveness, including appropriate quantitative and qualitative evaluation.
- Collaboratively works with other departments on product development efforts, signage, in-park promotions, publications and other department marketing needs in terms of imaging, positioning and packaging.
- Oversees website and social media administration and maximizes use of website and social media to promote the Oregon Zoo, its activities and the zoo as a destination. Assures a robust, vibrant website and other social media outlets that promote the zoo's conservation ethic and activities as well as communicates the zoo's many programs and offerings. Integrates social media offerings into strategy and assures timely updates and contacts.
- Assures a comprehensive media program and effective handling of media events and high-profile zoo activities. Capitalizes on media opportunities for conservation and animal welfare messaging and assures strategic and regular placements to promote awareness and visibility.
- Interacts and communicates with various individuals and groups including Zoo Director, Senior Management Group, co-workers, subordinates, media, groups and committees, colleagues, members, visitors, consultants and all other Zoo departments.
- Assists Oregon Zoo Foundation with corporate promotions and sponsorships.
- Oversees the zoo's group sales program which encourages tour operators and affinity groups to visit. Supervises group sales contractor.

- Oversees the zoo's photography/videography program which provides services to other zoo divisions, provides photos and video for zoo website and social media outlets, and printed pieces and photos to the news media.
- Develops, maintains and implements departmental policies and procedures; performs supervision as required.
- Supervises the creation and implementation of various public relations activities, directing and coordinating media contacts, and strategically developing and coordinating public speaking engagements for the Zoo Director in order to positively represent the Zoo to the community.
- Works collaboratively with Metro Communications departments on marketing and communication strategies that further the mission of Metro and the Zoo.
- Performs other related duties as required.

Minimum Requirements

Bachelor's degree in the marketing, advertising communications or a related field, and six years progressively management-level experience including operational and strategic planning for marketing /communications department, budgeting and personnel management; or any combination of experience and education that provides the necessary skills, knowledge and ability to perform assigned tasks.

Knowledge, skills and abilities

- Senior management level knowledge of the principles and practices, and the legal requirements, regulations and laws applicable to area of assigned responsibility
- Senior management level knowledge of organizational and management practices as applied to the analysis and evaluation of programs, policies and organizational needs
- Knowledge of fiscal management, including budget preparation and expenditure control
- Strong leadership skills with the ability to build consensus among diverse groups
- Skill and ability in using computers and standard business and specialized software programs.
- Exceptional ability to communicate effectively, both orally and in writing, with individuals and groups regarding complex or sensitive issues
- Ability to supervise staff and provide administrative and professional direction for marketing activities
- Ability to plan, organize and oversee a wide variety of programs and projects simultaneously, motivating work groups to successful project completion and evaluating the work of others.
- Ability to analyze complex situations such as personnel or operational issues, and to develop and implement corrective actions and strategies for departmental success
- Ability to establish and maintain effective working relationships with elected officials, the public and various stakeholder groups regarding sensitive and/or complex issues
- Ability to foster workplace diversity values and outreach in program execution and delivery
- Ability to develop a long range marketing plan for three to five years in advance.
- Ability to maintains an enthusiastic, self-reliant and self-starting approach to meet job responsibilities and accountabilities. Strives to anticipate work to be done and initiates proper and acceptable direction for the completion of work with a minimum of supervision and instruction.

Benefits: Metro provides generous health care benefits that vary depending on the plan the employee chooses, bargaining unit affiliation, and employment status. Metro participates in the Public Employees Retirement System (PERS).

Immigration law notice: Only US citizens and those authorized to work in the United States will be hired. All new employees will be required to complete and sign an employment eligibility form and present documentation verifying identity and employment eligibility.

Equal employment opportunity: All qualified persons will be considered for employment without regard to race, color, religion, sex, national origin, age, marital status, familial status, gender identity, sexual orientation, disability for which a reasonable accommodation can be made or any other

status protected by law. Assistance will be gladly provided upon request for any applicant with sensory or non-sensory disabilities.

Veterans' preference: Under Oregon Law, qualified veterans may be eligible for veteran's preference in application for Metro/MERC positions. If you are a veteran, or disabled veteran, and would like to be considered for a veteran's preference for this job, check the appropriate box on the Metro employment application. **To qualify**, veterans must provide appropriate documentation along with their application materials before the application deadline date listed on the job announcement: Veterans: Submit 1) a completed Metro Veterans' Preference form and 2) a copy of your DD-214 or DD-215 indicating discharge status. Disabled Veterans: Submit 1) a completed Metro Veterans' Preference form, 2) a copy of your DD-214 or DD-215 indicating discharge status and 3) your public employment preference letter from the US Department of Veterans' Affairs.

Application procedure

This position opens to internal and general candidates on August 26, 2010.

To apply, submit the following

1. Metro standard application form
2. Resume, including dates of employment
3. Cover letter describing your experience as it directly relates to the duties of this position. Make sure your letter includes a description of your experience managing staff.

Note: If you do not include all of these materials, your application will be incomplete and will not be considered.

Submit your application

Deadline: 5 p.m., September 8, 2010 (internal)
5 p.m., September 16, 2010 (general)

E-mail: jobs@oregonmetro.gov
Please include the word "Application" in the subject line of your e-mail.
Electronic attachments must be in MS Word or PDF format. We are unable to download ZIP files.

Mail or drop off: Metro Human Resources Department
600 NE Grand Ave, Portland, OR 97232

Fax: 503-797-1798

Important notes about your application

- Applications received after the deadline will not be considered.
- The date and time of our e-mail/fax system will be used to determine if application materials are received by 5 p.m. on the deadline.
- Any unsolicited materials will not be considered. All materials submitted become the property of Metro and will not be returned.

Follow-up

After the application deadline, it usually takes about three to four weeks before the hiring manager selects those individuals who will be interviewed. You can find out the status of a position for which you've applied by: (1) calling the job hotline at (503) 797-1777 and listening for the recruitment update prompt; (2) accessing Metro's website at www.oregonmetro.gov/jobs and clicking on the Recruitment Status Updates link. Weekly recruitment status updates will be posted on the job hotline and web site every Friday.

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