

Classification description

Title:	Director of Marketing	Employee Group:	Non-represented
Job Code:	8071	Established:	January, 2019
Pay Range:	325	Revised:	
FLSA Status:	Exempt – Executive/Supervisory	EEO Category:	Officials and Administrators

DESCRIPTION

Direct and oversee marketing, communications, public relations and promotional strategies that help build and increase audiences, ticket sales, organizational awareness in the community and venue rentals.

DUTIES AND RESPONSIBILITIES

1. Directs and leads the execution of detailed plans, budgets, schedules and purchases for multifaceted promotional campaigns. This can include print and electronic advertising, publications, promotions materials, displays, direct mail, email, public relations, personal sales, the facility's website, and social media.
2. Oversees the development and execution of all public relations strategies and functions with local, regional and national media to ensure maximum visibility and coverage for the facility.
3. Develops and implements strategies to reach new members and donors and diverse audiences who accurately reflect the cultural background of the community; cultivates existing audiences, members and donors towards a deeper involvement with the facility.
4. Leads diversity, equity and inclusion communication strategies which link the goals of the venue with those of Metro.
5. Leads market research and analysis, and oversees planning for, ensuring and measuring patron satisfaction.
6. Works with other executive team members to determine long-range planning, strategic initiatives, and ongoing analysis and evaluation of major decisions concerning the organization.
7. Directs the facility's media services function; oversees the development, implementation and administration of the facility's marketing strategic plan.
8. Oversees the activities of the marketing team.
9. Works with contacts in co-branding and fundraising campaigns.
10. Develops and implements strategic marketing plans for in-house presented events.
11. Directs the strategic communications plans which address short term and long term issues.
12. Oversees the development and design of marketing and promotional materials, publications, electronic displays and website content.
13. Reviews and approves all content of advertising, television and radio copy, and various other publications; serves as editor of the facility newsletter and annual report.
14. Oversees the design of branding and advertising to ensure it is aligned with the facility's

mission.

15. Oversees revenue from sales of Portland's controlled advertising collateral or sponsorship packages.
16. Monitors department budget; oversees and manages expenditures; manages and coordinates procurement of equipment and contract services.
17. Provides back-up for marketing division functions as necessary.
18. Performs other duties which may be necessary or desirable to support the agency's success.

In addition to essential duties for the classification, these are specific to Portland's:

1. Ensures the implementation of Portland's and departmental goals, objectives, policies, practices and priorities.
2. Encourages and supports a positive working relationship between booking, marketing and the box office; ensures consistency and excellent customer service to partners and customers.
3. Works with the Executive Director, department heads, resident companies and other related organizations to establish a shared vision for communications style and strategy for the facility.
4. Develops and implements strategies that build the facility's institutional brand and identity including key communication messages and stories to enhance the facility's image and increase revenues.
5. Hires, trains, schedules, and supervises the work of the marketing and graphic design staff and contracted services, and evaluates employees. Provides direction to improve methods and productivity of staff to accomplish goals.

It is the responsibility of all Metro employees to:

1. Actively participate on committees and/or attend meetings as assigned.
2. Fulfill Metro's core values of public service, excellence, teamwork, respect, innovation and sustainability. This includes, but is not limited to:
 - Build and maintain positive relationships and contribute to a positive team atmosphere; engage others in ways that foster respect and trust
 - Encourage and appreciate diversity in people and ideas – seek to understand the perspectives of others
 - Provide excellent customer service – assist the public, public officials and agency partners, and other employees in a professional and courteous manner with the goal of meeting or exceeding expectations
 - Practice continuous improvement - research new possibilities, contribute ideas and stay current in field of work
 - Demonstrate sustainable practices in applicable field and generally for resource use and protection
 - Work assigned schedule (if applicable); exhibit regular and predictable attendance

- Practice safe work habits
 - Comply with Metro and Metro’s visitor venues policies, procedures and applicable work rules; applicable law and collective bargaining agreements as appropriate
3. Perform assigned duties during an emergency situation.
 4. Perform other duties as assigned.

JOB SPECIFICATIONS

Education/Licensing and Work Experience

- Four (4) years of experience in marketing performing arts events and/or entertainment and,
- Three (3) years of supervisory/management experience and
- Bachelor’s Degree in marketing, communications or a related field, or
- Any combination of education and experience that provides the necessary knowledge, skills, and abilities to perform the classification duties and responsibilities
- Preferred: Experience in direct-mail marketing, in single-ticket and subscription campaigns, and social media and web-based advertising
- Experience with latest social media marketing trends

Knowledge, Skills and Abilities

- Arts and entertainment industries, and arts and entertainment marketing techniques
- Print and broadcast media including its needs, formats, and styles
- Lead and manage staff and resources in an effective and efficient manner
- Communicate clearly and concisely, both orally and in writing
- Establish and maintain effective, cooperative working relationships with those contacted in the course of work
- Evaluate marketing trends and analyses
- Use analytical skills to interpret data and prepare conclusions and recommendations based upon information collected
- Effectively manage projects and coordinate the work of staff, vendors and contractors
- Manage complex strategic plans and programs; work effectively under constant deadlines; requires excellent organizational and time management skills, and careful attention to detail
- Principles and techniques of web design and production
- Graphic design and layout programs
- Present information and ideas to individuals and in group settings
- Copywriting and proofreading
- Work effectively with information management systems, and adapt quickly to system changes and updates
- See and hear the ideas and opinions of others and incorporate them as appropriate into the Communications’ initiatives
- Perform all position essential duties and responsibilities

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- Fulfill Metro's core values of public service, excellence, teamwork, respect, innovation and sustainability
- Successfully pass the background check and screening requirements required for the position

SUPERVISION RECEIVED

Supervision is received from the Executive Director

SUPERVISION EXERCISED

This position functions primarily as a first-line supervisor, ensuring that subordinate staff, including Marketing and Promotions Coordinators, Marketing Interns, and Graphic Designers, have clear work direction and guidance. The incumbent is responsible to carry out the full spectrum of supervisory responsibilities in accordance with the agency's policies and applicable laws. Responsibilities include hiring and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

TOOLS AND EQUIPMENT; PROTECTIVE CLOTHING

Majority of work is completed in a general office environment with exposure to moderate levels of noise in a well-lit, well-ventilated and moderately paced environment. Continuously required to read computer screen; perform repetitive motions of hands and wrist; sit for extended periods of time; see and/or respond to visual cues; hear and/or respond to verbal/audio cues. Rarely required to reach with hands and arms; stand and/or walk for extended periods of time; lift, push, pull and/or carry objects up to 10 pounds.

WORK ENVIRONMENT

As necessary to meet workload demands, works outside of typical schedule including evening/weekend hours. Work may require travel to off-site locations.

The classification description indicates the general nature and level of work of positions grouped within this classification; it is not intended to be a comprehensive inventory of all duties and responsibilities, job specifications, work environment or other characteristics of a specific position. The classification description is not an employment agreement between the employee and Metro or Metro's visitor venues and is subject to change by Metro. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.