

**PORTLAND ROSE FESTIVAL FOUNDATION
JOB DESCRIPTION**



Job Title: Communications & Marketing Assistant
Reports To: Chief Marketing Officer
Classification: Seasonal non-exempt

Primary Purpose:

This position assists the Foundation in communications and marketing tasks necessary to successfully generate awareness for the Rose Festival, assisting the Chief Marketing Officer, PR Manager, and Director of Communications (COO) with communications, PR, marketing & event projects.

Primary Duties and Responsibilities:

- Provide support for the Portland Rose Festival's social media channels, including content creation
- Actively participate in Communications Team meetings
- Manage the communications calendar, including media and social media projects
- Assist in managing the writing, editing and production of the Rose Festival Souvenir Program
- Create and launch Rose Festival eNewsletters and eBulletins, manage email subscriber list
- Assist in managing media trade sponsorships, including tracking media follow-through
- Assist in development, writing and editing of parade scripts
- Assist with website copy & image updates, and website traffic tracking/reporting
- Assist with on-site public relations and media support needs
- Collaborate with sponsorship sales team to fulfill communication-related sponsor obligations
- Support fundraising projects including donor tracking & communication
- Support event ticketing/admissions projects
- Provide general administrative and on-site event logistics support to the Communications Team and the Events Department
- Other duties as assigned

Skills Required:

- Superior written & oral communication skills
- Strong general office proficiency, operation of equipment & software (Microsoft Word, Excel, Outlook)
- Ability to work effectively independently and as part of a team, maintaining effective working relationships with staff, directors and volunteers
- Proficient with use of social media channels, including but not limited to Facebook, Instagram, Twitter and YouTube
- Demonstrated ability to organize projects, meet deadlines and work under strict time lines
- Strong attention to detail and a demonstrated ability to take initiative
- Familiarity with basic HTML coding, graphic design software (Adobe Illustrator, InDesign), and/or grassroots video production/editing a plus

Experience Required:

Project management in a fast-paced environment. Experience in marketing, public relations and/or special events preferred.

Education Required:

A four-year college degree is preferred. Understanding of the special events industry, fluency with the language and concepts of the communications industry, understanding of non-profit organization mission & goals (specifically the Portland Rose Festival Foundation).

Work Environment:

This is an office setting for most of the duration, with some on-site outdoor events work at times. Job may require long periods of standing or walking, and some lifting.

The Portland Rose Festival Foundation is an Equal Opportunity Employer.

This job description is not an employment agreement or contract. Management has the exclusive right to alter this job description at any time without notice.