

**PORTLAND ROSE FESTIVAL FOUNDATION  
JOB DESCRIPTION**



**Job Title:** Communications & Marketing Assistant  
**Reports To:** Chief Marketing Officer  
**Classification:** Regular Non-Exempt (Hourly) Seasonal  
**Compensation:** Hourly Wage - \$23.00

**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 CEO with communications, PR, marketing & event projects.

**Primary Duties and Responsibilities:**

- Assist with managing the Portland Rose Festival's social media channels, including daily messaging
- Actively participate in Communications Team meetings
- Manage the communications calendar, including media and social media projects
- Manage 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 on-time delivery of scripts and information and tracking media follow-through
- Assist in managing graphic design schedule for collateral and advertising
- Assist in development, writing and editing of parade scripts
- Manage website traffic tracking system
- Assist with on-site public relations and media support needs
- 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 and graphic design software (Adobe Illustrator, InDesign) 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).

**Work Environment:**

Full time in an office setting, 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.