



JOB POSTING

Marketing & Communications Specialist

Part-time/20 Hours

Overview

The Willamette Heritage Center in Salem, Oregon is looking for a Marketing & Communications Specialist to join us in our mission to connect generations through gathering, preserving, and sharing Mid-Willamette Valley history. This position collaborates directly with five unique departments to create, produce, and distribute quality communications and marketing materials.

Core Responsibilities

- Design and produce print and digital communications such as newsletters, promotions, advertisements, announcements, invitations to special events, and program brochures.
- Produce regular/ongoing multimedia posts and interpret data from analytics.
- Maintain updates on WHC website, printed materials, email communications, and social media platforms.
- Update and maintain web-based community event calendars.
- Develop, monitor, and maintain relations with media outlets, publicity contacts, and promotional partners.
- Write and distribute press releases for WHC happenings.
- Design and submit advertisements for print publications, billboards, magazines, and newspapers, and identify new opportunities for the same.
- Provide input on communication strategies.
- Ensure consistency of messages across all branded digital platforms, that content is accurate, timely and relevant and working with all departments to ensure consistent communication delivery.
- Commit to the WHC mission, vision, and core values.
- Uphold and demonstrate the WHC standard of excellence whether on or off duty.
- Other duties as needed.

Qualifications

- Two-year professional marketing experience and/or bachelor's degree in Marketing, Communications, or similar field.
- Proficiency in graphic design and publishing (experience with Illustrator and/or InDesign a plus).
- Website management experience (experience with WordPress a plus) and a knowledge of best practices for website design and content.
- Perform quarterly audits of website content to ensure all information is correct and up-to-date, and SEO-compliant photography and videos are up to date
- Professional experience working with and posting on social media outlets and ability to edit photos and videos for online/social media campaigns
- Additional software competencies: Microsoft Office Suite, Adobe CS, and similar programs.
- Excellent written and verbal communication skills and uncompromising attention to detail.
- Ability to manage multiple projects and tasks in an efficient and organized manner.
- Interact with the public and peers in a friendly, courteous manner.
- Photography skills would be bonus.
- Ability to adapt to change with a positive attitude.

- Willingness to work occasional extra hours, evenings, and weekends as needed for special events.

Physical Requirements

- Lift/carry up to 25 lbs.
- Climb stairs.
- Walk, stand, and sit for long periods of time.

Employment Terms & Benefits

- Reports to Executive Director.
- Must pass a criminal background check as appropriate for the position.
- Schedule: 20 hours/week. Work schedule has some flexibility. Potential to be flexible as a hybrid arrangement. Occasional on-site work required on evenings, weekends, and holidays.
- Paid time off: 8 hours PTO accrued per month, and 8 paid holidays per year.
- Pay: \$18 - \$20/Hour.

About Us

The Willamette Heritage Center in Salem, Oregon, is a private, 501(c)(3) nonprofit organization dedicated to gathering, preserving, and sharing Mid-Willamette Valley History. With early settlement buildings dating as far back as the 1840's, we are one of Salem's most prominent community landmarks and are nationally recognized as an 'American Treasure'. Our beautiful 5-acre campus includes fourteen historic structures containing permanent and changing exhibits, a blacksmithing workshop, research library and archive, textile learning center, rentable event venue spaces, and rentable retail and office spaces. We uncompromisingly promote diversity and prohibit discrimination based on age, color, creed, disability, gender identity, national/ethnic origin, race, religion, sex, sexual orientation, veteran/uniform status, and all other classifications protected by law.

Why Work for the WHC?

Be a part of something special! We are a family-like group of dedicated and mission-driven staff, interns, volunteers, and members devoted to maintaining the WHC as a place for all to discover, engage, and make history. Our unique and innovative work environment offers a "home away from home" atmosphere, where all are encouraged and empowered to be authentic, freely share ideas, and pursue their professional and personal goals.

Our campus is extraordinary and has something to offer to everyone. Be inspired by a walk through the Boon House, the oldest single-family house still standing in Salem, and learn about life on the Oregon Trail. De-stress by taking a few minutes to feed and watch the ducks swim in the millrace flowing through the campus. Be uplifted by the echo of children's laughter during school tour season as they learn about their heritage. Great things are happening here, and we need your unique skills, talent, and perspective to help us continue making history!

To Apply

Email your cover letter and resume to jobs@willametteheritage.org

The deadline to apply is Friday, February 3 at 5PM. Candidates who meet the minimum qualification criteria will be contacted by phone with a request for work samples and brief phone interview.