



## Part-time Marketing Director (Remote/In-House)

### Job Summary

Part-time Marketing Director for our a 501c3 charitable organization; Friends of Willamette Falls Media Center Inc./dba Willamette Falls Studios (WFS) which is governed by a Board of Directors. WF Studios currently manages five community Public, Education, and Government (PEG) channels, which include Canby, Milwaukie, Oregon City, Wilsonville, and Unincorporated Clackamas County, as well as, contributing content metro-wide on the Cable Access Network (CAN) channel. WFS provides full-scale video production services, studios and Podcast facilities, audio recording studio, video equipment check-out to our community, video production education, digital media training, and access to the community cable channel's playback system.

Emphasis will be on Website and social media outreach and grant writing for new programs to establish and operate a vibrant, creative, and inclusive non-profit community media production center. As well as Marketing with the community businesses and others, which supports our mission statement: **To inspire lifelong learning, advance knowledge, and define communications through digital media technology to educate and strengthen our communities.**

### Strategic Planning and Development

1. **Develop and Implement Marketing Strategies:** Create and implement comprehensive marketing plans to promote the media center/Studio's services, programs, and events.
2. **Market Research and Analysis:** Conduct market research to identify target audiences, industry trends, and competitive landscape.

### Operational Management

1. **Campaign Management:** Plan, execute, and manage marketing campaigns across various platforms, including contributing and producing content for website, digital, print, and social media.
2. **Reporting:** Prepare regular reports on marketing activities, performance, and ROI for the management team.

### Relationship Management

1. **Partnerships and Sponsorships:** Identify and establish partnerships with local businesses, organizations, and sponsors to enhance the media center's reach and influence.
2. **Community Engagement:** Foster strong relationships with the local community, stakeholders, and media outlets to promote the media center's initiative
3. **Customer Relationship Management (CRM):** Implement customer relation strategies to maintain and improve relationships with patrons and clients.
4. **Targeted Events or City/Government Meetings:** Attending relevant events or city/government meetings where they would represent WFS as the official spokesperson to promote the studio's initiatives.

## **Collaboration and Implement**

1. **Content Creation:** Collaborate with (other and in-house) content creators to produce engaging and relevant content for marketing purposes.
2. **Working independently** and/or with staff cooperation.

## **Innovation and Growth**

1. **Innovative Marketing Techniques:** Stay updated with the latest marketing trends and technologies, and incorporate innovative techniques to enhance the media center's marketing efforts.
2. **Growth Initiatives:** Identify and pursue new business opportunities and revenue streams for the media center.

## **Compliance and Best Practices**

1. **Compliance:** Ensure all marketing activities comply with relevant laws, regulations, and industry standards.
2. **Best Practices:** Implement marketing best practices and maintain high standards of quality and ethics in all marketing endeavors.

## **Qualifications:**

1. 3 to 5 years of proven Marketing and or direct sales experience and references.
2. Preferred experience with Adobe Creative Suite.
3. Experience B2B relations.
4. Current knowledge of industry, market trends, and marketing strategies.

**Salary:** DOE

**Estimated Hours:** 40 a month

**Open:** July 1, 2024

**Closes:** Until Filled

To apply for this position please submit:

Cover Letter and Resume to

Dave Hedges - Chair

[dhedges@wfmcastudios.org](mailto:dhedges@wfmcastudios.org)

Please, NO PHONE CALLS

**Equal Opportunity Employer,** WFS is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.