



IMAGE COURTESY OF THE CITY OF SEATTLE AND JAMES CORNER FIELD OPERATIONS

## MARKETING MANAGER

### About Friends & Waterfront Park

Friends of Waterfront Seattle (Friends) is the nonprofit partner to the City of Seattle, responsible for helping to fund, build, steward, and program the park — today and into the future. In addition to raising \$110M by 2024 to fund park construction, Friends will provide funding and manage the programming and operations of the future Waterfront Park through a joint-delivery partnership with Seattle Parks & Recreation. Park construction has begun following the Viaduct's removal and the first piece of the park — Pier 62 — is now open.

Waterfront Park is situated on the land of the Coast Salish Peoples, who have resided here since time immemorial and continue to thrive. With respect and humility, we acknowledge the history of the waterfront, the dispossession of land from the Coast Salish people and, most importantly, the strength and resilience of Native people and their culture through this history to the present. This acknowledgement serves only as a first step in honoring the land that we occupy and the first peoples of that land. Friends recognizes the work to repair and build relationships with Native communities will be long and evolving.

The construction of Waterfront Park is underway and scheduled to be completed in 2024. Designed to provide green spaces, elevated views, and recreation opportunities, Waterfront Park will be a place where residents and visitors can connect with nature and each other.

Friends of Waterfront Seattle acknowledges that historic and existing systemic racism is embedded in our city. This shows up in our park and public space system. Friends is committed to becoming an anti-racist organization by prioritizing racial equity inside the organization and in the public spaces we operate.

As the nonprofit responsible for sustaining and programming the park in perpetuity, our goal is to create inclusive spaces for community-driven cultural events, recreational activities, and educational opportunities where all people — specifically Black, Indigenous, and People of Color (BIPOC) as well as underserved communities — feel welcome and safe.

### The Role

Friends is looking for an experienced **Marketing Manager** to build awareness of Waterfront Park and drive the community to re-engage with the waterfront. Reporting to the Director of Communications, the **Marketing Manager** is an active role that plans, develops, executes, and measures all communications, marketing, and promotions for Friends.

## **Position Responsibilities**

### Diversity, Equity and Inclusion (DEI)

- Contribute to an inclusive workplace culture and adhere to Friends' Community Agreements.
- Propel a culture of inclusion while collaborating cross departmentally within Friends
- Engage in regular conversations about race and equity through all-staff meetings, trainings, and a DEI book club.
- Focus communications and promotions toward engaging BIPOC audiences.
- Ensure promotions are reflective of and highlight the diverse community that we are serving.
- Assist the Director of Communications in building a diverse and inclusive Communications and Marketing team.
- Bring a DEI lens to meetings with other departments, partners, and vendors.

### Marketing Strategy

- Plan, develop, execute, and measure marketing and communications strategies according to organizational goals.
- Responsible for brand management and identity recognition for Waterfront Park and Friends.
- Ensure the alignment of Friends' Mission, Vision, and Values throughout internal and external communications
- Understand and translate the unique partnership between Friends and the City of Seattle and into marketing and communications goals, tactics, and outcomes.
- Create park marketing metrics dashboard and review monthly; recalibrate marketing activities based on performance and growth goals through data measurement; develop and document best practices based on metrics and assemble into data narrative.
- Drive, plan and manage scope of work and relationships with creative agencies and vendors.
- Maintain effective and efficient internal communications.

### Marketing and Content Deliverables

- Create annual content calendar plan to include digital / traditional marketing and associated deliverables.
- Plan, produce and implement creative promotional campaigns through Friends' website, email, social media, signage, community calendars and other marketing channels.
- Manage Friends' website content and develop landing pages for promotional and events campaigns.
- Plan, develop, execute, and measure social media content postings.
- Plan, develop, and integrate Waterfront Park content through writing and design based on strategic narratives.
- Create print / digital marketing artwork; obtain quotes, specifications, and meet deadlines for placement.
- Build out content library and Friends' digital workbench
- Manage and grow Friends' creative assets including digital workbench, photographs, and videos.
- Track collateral library counts and work with unionized production vendors to obtain quotes, send artwork and schedule delivery, catalog assets, materials costs, and order history.
- Write and distribute press releases; manage press / media list; develop and cultivate relationships with key media professionals.

- Create, order, catalog, and manage Waterfront Park's and Friends' giveaway materials.
- Create as-needed communications materials, such as annual reports for various audiences, development and programming materials, and Waterfront Park collateral.
- Develop and manage Waterfront Park and special event promotions including invitations and advertising deliverables.
- Work with Friends' partners on cooperative marketing opportunities; cultivate partner relationships.

## Qualifications & Skills

- Bachelor of Arts degree in a related field or equivalent relevant educational attainment or experience.
- Minimum of 8 years of marketing and communications experience for a governmental, nonprofit, or corporate organization that generates high public interest and attention; including at least 3 years of experience at a managerial level.
- Desire and commitment to apply equity and inclusion lens to marketing and branding for the Waterfront Park in order to support our core mission of access and inclusion for newly created public spaces.
- Outside-of-the-box thinking, including experience with traditional and innovative marketing tactics using authenticity and transparency.
- Demonstrated expertise in conceiving, developing, designing, executing, managing, and measuring all aspects of digital and traditional marketing, branding, promotions, and communications campaigns, including but not limited to content strategy and narrative development, social media, email marketing, website landing pages, and print collateral with proven abilities in writing, graphic design and measurement tactics.
- Desire and commitment to support an internal culture of belonging and equity, collaborating with a diverse workforce, valuing the contributions of all team members, and understanding that marketing is part of the collective whole of organizational goals.
- Ability to build and manage a small team of employees with diverse backgrounds, identities and/or experiences.
- Strong decision-making skills that incorporate vision, strategic direction, and the ability to consider the many partners, stakeholders, and team members that are involved in promoting the Waterfront Park.
- Strong relationship and team-building skills to develop rapport with team members, programming and park partners, volunteers, media, vendors, and the public, including effectively and meaningfully engaging historically underserved and marginalized communities.
- Passion for data-driven performance measures to adaptively manage campaigns and channels.
- Ability to manage multiple projects independently and work as part of a team.
- Ability to navigate ambiguity and constant change while using thoughtful communication and skilled awareness of team dynamics.
- Excellent written and verbal communication and interpersonal skills.
- Experience using Adobe Creative Cloud (specifically InDesign, Illustrator, and Photoshop); Microsoft Office for Mac; social media platforms (Instagram, Facebook, and Twitter); and experience with MailChimp, Sprout Social, and WordPress is a plus.

## Compensation And Benefits

The **Marketing Manager** position is a full-time exempt position with a starting salary range of **\$80,000 to \$95,000**, depending on experience. Vacation, health care and dental coverage, and transit pass are paid by the organization. Ability to participate in defined contribution retirement plan with 3% match by the organization.

## Work Environment

The **Marketing Manager** role is located in Seattle, WA. While approximately 80% of this position is currently a temporarily remote position, the other 20% will be required to be in-person at Waterfront Park.

The Marketing Manager will need to be comfortable executing fast-paced, deadline-driven tasks in a changing, busy work environment with availability to work occasional evenings, weekends, and non-traditional hours in support of promotions and events.

## To Apply

In lieu of a traditional cover letter, please submit:

- A one-page document that explains how your professional and lived experiences led you to this moment and prepared you to be successful in this role with Friends. Specifically, please describe your commitment to incorporating the values of Diversity, Equity, and Inclusion (DEI) in all facets of your marketing work.
- Your portfolio (or a document that includes three writing samples and three design samples). We'd love to see some of your creative capabilities, like examples of your writing, web design, graphic design, advertising, social media posts, or photography/videography.

<https://friendsofwaterfrontseattle.bamboohr.com/jobs/view.php?id=33&source=aWQ9MjM%3D>

If you need assistance and/or a reasonable accommodation during the application or hiring process, please note in your submission.

Application review will begin on May 26<sup>th</sup>, 2021 with hiring date to be determined in June 2021. Applications will be accepted until position is filled.