

POSITION: Communications Coordinator
DEPARTMENT: Communications
REPORTS TO: Senior Director, Strategic Communications
FLSA STATUS: Non-Exempt
PHYSICAL STRENGTH: Light
UPDATED: October 2022

ABOUT THE PORTLAND BUSINESS ALLIANCE

The Portland Business Alliance is the Greater Portland Chamber of Commerce and the leading voice for business in the region. The Alliance advocates for business at all levels of government to support commerce, community health and the region's overall prosperity. We also offer a variety of networking events and professional development opportunities to connect and foster growth in our region's business community.

SUMMARY

As a member of the Portland Business Alliance's Communications Team, the Communications Coordinator plays an integral role in supporting communications and branding activities by creating email newsletters, writing website content, drafting advertising messaging, and designing graphics to support those efforts. Reporting to the Senior Director of Strategic Communications, this position also helps to strengthen the Alliance's brand and expands reach and visibility of the Alliance's members, staff, partners, and other key stakeholders. The position lends support on a variety of activities and helps to execute a communications and member engagement strategy across the Portland Business Alliance and its affiliate partners.

The Communications Coordinator should possess excellent writing/editing skills and a demonstrated skill for content creation. Operating in a fast-paced, deadline-driven environment, the successful candidate is flexible, comfortable with working with individuals at all levels across the organization, including its members, and is capable of translating ideas and messages into relatable and compelling communications with a consistent visual narrative.

The Communications Department is a collaborative and team-oriented environment that works to provide outstanding service to the Alliance's 2,000+ members. The team provides communication support throughout the organization, including its affiliated member agencies: Downtown Portland Clean & Safe and Partners in Diversity. Our goal is to provide effective, strategic communications guidance and create engaging and timely information about the Alliance's events, programs, impact, and its members.

KEY RESPONSIBILITIES

- Assist the Senior Director of Strategic Communications in drafting content for use in member and stakeholder emails, newsletters, advertisements, website content, event promotion, press releases and more.
- Design and execute projects as needed to support communications goals, including but not limited to email marketing campaigns, website and social media graphics, advertisements, special reports, brochures, presentations, maps, event graphics, signs, invitations, stationary, etc.
- Regularly engage and collaborate with departments across the Alliance to understand their communications support needs, gather relevant content, confirm facts and data, and help with project details and timelines.
- Review and edit materials, including newsletters, advocacy briefs, member emails, social media posts, blogs, website content, etc.
- Organize and maintain asset resources and image library for organization.
- Assist to maintain email lists for campaigns working closely with Membership team and CRM tool.
- Works collaboratively in a team environment with a spirit of cooperation.
- Compile email marketing analytics to the Senior Director of Strategic Communications, to guide member and stakeholder engagement activities.
- Maintain and update content across Alliance and affiliate websites.
- Complete assigned tasks in team project management system by scheduled due dates.
- Other duties and projects, as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES

- Experience in marketing, communications, journalism, or graphic design.
- Proven ability to execute comprehensive communications plans and programs to address key issues and opportunities.
- Skilled communicator with a good understanding of corporate communications and external news media.
- Experience with web-based technology platforms for communication and presentation purposes.
- Experience with Adobe Creative Suite, Canva or other content creation tools.
- Strong computer skills, especially in Microsoft Office (Word, Outlook, PowerPoint, Excel).
- Digital analytics skills preferred (Google analytics, SEO, social media metrics, email distribution & production).
- Strong photography and writing skills.
- Strong customer service skills.
- Excellent time management skills.

MINIMUM QUALIFICATIONS

- 1-2 years of experience in communications, marketing graphic design or other related areas.
- Bachelor's degree a plus.

SUCCESS FACTORS

- A self-starter with the ability to multi-task and handle a wide variety of tasks from a wide variety of people while maintaining a courteous and professional manner.
- Excellent attention to customer service – both internally and externally.
- Effective written and oral communication skills.
- Ability to understand, interpret and write about complex topics.
- Ability to complete multiple tasks and high volume of work on deadline.
- Ability to follow through on assigned tasks with limited supervision.
- Excellent time management and organizational skills.
- Respectfully takes direction from supervisor.

WORKING CONDITIONS

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.
- No or very limited exposure to physical risk.
- The employee may be required to push, pull, lift, and/or carry up to 20 pounds. Occasionally that requirement may be higher.
- The noise level in the work environment is usually quiet to moderate and, at all times, is within safe OSHA decibel constraints.

SALARY RANGE: \$40,000 - \$45,000 per year.

To apply, please submit a cover letter and resume to careers@portlandalliance.com.

The Portland Business Alliance is an equal opportunity employer and does not discriminate against any employee or applicant on the basis of age, color, disability, gender, gender identity, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state, or local law.