

The City of Beaverton is Hiring:

# Marketing Manager

Office of the Mayor

First review of applicants will begin after 4:30 p.m. on Friday, August 19, 2016

**The City of Beaverton is searching for a creative, innovative, forward-thinking marketing professional to serve as a Marketing Manager in the Mayor's Office. The ideal candidate will have at least five years of experience in the marketing field with two years as a manager.**

## THE POSITION

The Marketing Manager will lead the city's public information team and will lead the team working in digital, print communications, internal communications, and more. The manager is responsible for implementing the city's [marketing plan](#) and helping us achieve our goals to promote Beaverton as an open and welcoming city.

## THE IDEAL CANDIDATE

The ideal candidate will be a strong creative type with fresh ideas and boundless energy. We need someone who is enthusiastic about the potential within our city and understands how to communicate our story. Our Marketing Manager will be comfortable in all media and able to deliver on the ideas in our [marketing plan](#). They'll be focused on developing and executing integrated marketing strategies across multiple communication channels from website, social media, email, community promotions, brochures, digital and print marketing and more. Government experience is helpful, but not necessary.

### Minimum Qualifications

- Bachelor's Degree in marketing, business or public administration
- Five years' experience in marketing
- Two years in a supervisory or management role

### Preferred Qualifications

- Master's Degree in marketing, business or public administration



## RESPONSIBILITIES

This position is a program manager within the Mayor's Office Public Involvement and Communications Division. The Marketing Manager reports to the city's Strategic Initiatives and Communications Manager. Key responsibility areas include:

- Manage citywide marketing strategies. Implement the city's [marketing plan](#) and provide regular reports on progress to city leadership
- Manage and oversee all aspects of communications between the city and the public, including approval and coordination of promotional materials from city departments to ensure a consistent look and message that promotes the city's goals and objectives
- Work with city departments to integrate key messaging into city department activities
- Manage city staff working in digital engagement, public information, web and print communications

Apply at [BeavertonOregon.gov/jobs](http://BeavertonOregon.gov/jobs) or at

City of Beaverton Human Resources Department

12725 SW Millikan Way

Beaverton, OR 97005

RESPONSIBILITIES

- Manage all aspects of the city's public information program and budget.
- Develop, review, and approve work plans
- Manage and oversee all aspects of the city's promotional communication pieces; ensure city brand and marketing objectives are met
- Oversee internal communications with city staff
- Work with city partners to promote Beaverton's businesses, activities, attractions and diversity
- Support and respect diversity in the workplace
- Other duties as assigned

To view the city's marketing plan, visit <http://www.beavertonoregon.gov/DocumentCenter/View/15657>

COMPENSATION

**Salary Range: \$5,452.52-\$7,307.64 per month**

Starting salary will be determined depending on relevant work experience. The city pays the full retirement contribution to PERS; provides employees with an opportunity to participate in a deferred compensation retirement plan; tuition reimbursement program available; public service loan forgiveness program; and offers excellent health, dental, vision and life insurance coverage.



ABOUT BEAVERTON

Beaverton prides itself on being The Best of Oregon. It's a place that's growing and thriving but it still has a small town heart and strong sense of community. Beaverton is the sixth largest city in Oregon and is home to approximately 94,000 people. It is a diverse community where one-in-three people are a person of color and more than 100 languages are spoken in our schools.

The City of Beaverton is known as an organization that values public service. Our nationally recognized community vision is our beacon. Residents continually give the city high marks, with 71 percent saying things are headed in the right direction. Our police and library services receive satisfaction ratings of over 90 percent with public works and community involvement ratings coming in at the upper eighties.

The city's economic base is strong. The city has consistently been ranked as one of the safest in the Pacific Northwest. Beaverton is known for its quality neighborhoods, parks and schools. There are a full range of housing choices, with new exciting urban housing developments underway in our downtown.

*Qualifying veterans and disabled veterans may obtain preference by submitting as verification of eligibility a copy of the Certificate of Release or Discharge from Active Duty (DD Form 214 or 215) or a letter from the US Department of Veterans Affairs indicating receipt of a non-service connected pension. Disabled veterans must also submit a copy of their veteran's disability preference letter from the Department of Veterans Affairs, unless the information is included in the DD Form 214 or 215. Veterans' preference documentation must be submitted with your application.*

Application Deadline: 4:30 pm PDT, Friday, August 19, 2016

