

**SPECIAL OLYMPICS OREGON JOB OPPORTUNITY:
Director of Marketing and Communications**



Special Olympics Oregon (SOOR) is a state-wide organization that harnesses the transformational power of sport for children and adults living with intellectual disabilities to create cultures of inclusion in schools, workplaces, and communities; access to quality healthcare, nutrition, fitness, and well-being services; and experiences that build connection, belonging, a sense of achievement, friendships, and joy – ensuring Oregon is a place for all people to thrive.

The development and marketing department is seeking a full-time exempt Director of Marketing & Communication to support our mission, serving as a member of development while supporting the organizations marketing and communications initiatives reporting directly to the Vice President of Development and Marketing. This role is new to the organization and provides a unique opportunity for a seasoned marketing and communications professional to create and implement a robust plan that will be vital to our success. A standard for excellence in job performance, with the ability to work both independently and collaboratively as part of a team, will be critical to launch a marketing plan while create new channels of communication. This position will develop and manage the marketing committee comprised primarily of volunteers.

Position Summary:

Special Olympics Oregon (SOOR) seeks an enthusiastic, creative and hardworking Marketing and Communications Director to lead the planning and execution of the annual marketing and communications strategy.

Marketing:

- Develop, implement, and maintain comprehensive marketing and communications plan
- Manage overall brand of SOOR as well as each program
- Provide creative direction for all marketing assets including website, event and program collateral, annual report, social media, and outreach materials
- Lead key agency partners to ensure execution of marketing campaigns and activations
- Lead creative process for all marketing and program campaigns

Special Olympics Oregon

8313 SW Cirrus Drive, Beaverton, OR 97225
Office: (503) 248-0600 | Fax: (503) 296-2201 | soor.org





Communications:

- Oversee all internal and external communications
- Develop, implement, and have oversight for the communications strategy and editorial calendar that will support the core values and mission of the organization to ensure consistent messaging
- Write, edit, revise and/or approve all communications including but not limited to: website content, both electronic and print newsletters, annual report, event promotion, donor acknowledgement letters, executive communications and speeches
- Generate stories through a creative lens to highlight SOOR key stakeholders including donors, employees, volunteers, partners, sponsors, etc.
- Work closely with field staff to ensure messaging is accurate and appropriate and to align on priorities
- Ensure all advertising and marketing efforts reflect the voice of the organization; establish key messaging for all campaigns
- Other duties as assigned

Media:

- Engage, train, and support Special Olympics Oregon athlete leaders to participate in stories, marketing campaigns, and media opportunities.
- Be readily available to respond to media inquiries
- Advise senior leadership team on media strategy inclusive of strategic approach and messaging grids

Education & Knowledge:

- Bachelor's degree in marketing, communications or relevant field. Master's degree preferred.
- Proven knowledge of marketing and public relations strategies and programs
- Demonstrated knowledge and proficiency with communications technologies
- Familiarity with social media platforms and social media marketing and strategy

Skills, Abilities & Experience:

- Five to seven years proven success in development of marketing and communications programs, preferably in nonprofit environment

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- 4 years increasing responsibility in management of marketing and communications programs
- Impeccable reputation in the community
- Strong leadership track record
- Impeccable copywriting and copyediting abilities
- Excellent verbal, written, interpersonal and presentation skills
- Success in a fast-paced environment and ability to prioritize multiple responsibilities
- Fluent with Microsoft Office Suite as well as media and marketing software programs such as Flash Alert, PR Newswire, etc.
- Established relationships with media outlets
- Working knowledge of social media platforms and assessment tools
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Any satisfactory combination of experience, training and/or education which ensures the ability to perform the work may substitute for the above qualifications

Working Conditions/Physical Demands

- Fast paced, with significant people interaction
- Occasional travel throughout the state of Oregon
- Dexterity of hands and fingers required for operation of general office equipment
- May be required to work evenings and weekends
- Must pass pre-employment screening

WORK ENVIRONMENT

This position operates primarily in a office environment in Beaverton, OR with office hours typically being Monday – Friday from 8:30 AM – 5:00 PM, with flexibility in work-from-home or hours as approved by manager. In addition to working office hours, staff are required to work events that are in their scope as well as assist at events out of their scope as needed – with most events falling on weekends or evenings. The job will require a car for external meetings and limited travel around Oregon, and there is a possibility of out of state conferences (not frequent or guaranteed). Office attire is typically business casual, but more formal business attire may be needed for meetings.

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***COVID-19 UPDATE**

Special Olympics Oregon requires all full-time and part-time employees to be fully vaccinated and to have received the COVID-19 booster. Exemptions for sincerely held religious or medical reasons will be considered.

EEO STATEMENT

Special Olympics Oregon is an equal employment opportunity organization.

HOW TO APPLY

To apply, please submit your cover letter, resume, salary history/requirements to Tony Staser, Vice President of Development & Marketing (tstaser@soor.org). No phone calls please.

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