



CITY OF LAKE OSWEGO

EMPLOYMENT OPPORTUNITY

COMMUNICATIONS AND SPONSORSHIP COORDINATOR PARKS AND RECREATION

Annual Salary Range: \$68,996 - \$87,904

The Department: The Lake Oswego Parks and Recreation Department mission is to Build Community, Enrich Lives, and Care for the Urban and Natural Environment. The department manages over 650 acres of park land, provides over 1,600 programs and 85 community events annually. We have an annual operating budget of \$11 million including over \$120,000 in community sponsorship. Historically, the community satisfaction rate for parks and recreation services is over 90%. The department has won multiple state and national awards for design, innovation, maintenance and management. We are currently investing over \$50 million in new facilities thanks to a community passed capital bond in 2019. Come join our exceptional team of 52 full-time and over 200 part-time employees and help us tell our story and stay connected to our community.

The Position: The City of Lake Oswego announces an excellent and unique opportunity in the Parks and Recreation Department. Under the direction of the Parks and Recreation Director, the Communications and Sponsorship Coordinator is responsible for directing all aspects of the Department's internal and external communications and public relations, including developing and establishing communication and initiatives, managing communication strategies that elevate department and city-wide goals, and building positive relationships with businesses, patrons, and the community. The Communications and Sponsorship Coordinator also manages marketing, sponsorship, website and digital media, public relations, and overall communication planning for the Department. This position is represented by the American Federation of State, County and Municipal Employees (AFSCME).

Key responsibilities include but are not limited to:

- Establishes overall priorities, goals, and objectives for communication strategies for the Department.
- Works with Parks and Recreation Divisions to establish goals, objectives, and strategic direction for each of the divisions in the areas of communications, marketing, and sponsorship including all advertisement, promotion of recreation programs, and opportunities in parks, trails, and natural areas.
- Develops and implements the City's and the Department's communications strategy and public relations plan, including communicating plan to Department staff and ensuring plan is consistently carried out.
- Serves as liaison and coordinates significant Department initiatives and projects, including developing specialized public relations and communication plans between the Parks & Recreation Department and the City Manager's Office on the Communications Team, to ensure that all communications concerning public outreach, outreach plans, sensitive issues, and public initiatives align with City policies and practices.
- Formulates the Department's communications policies, procedures, and annual action plans to meet the Department's strategic goals.
- Serves as the Department's sponsorship lead, solicits, recruits and retains partners and sponsors through various efforts, including package development for businesses and individuals interested in financial partnerships with the Department.

- Works with Division Supervisors and Managers to assess needs for sponsorship funding opportunities, serves as the liaison between the sponsor and the Department, and secures revenue support for various programs and facilities.
- Advises Department staff on aspects of communications; prepares Department staff when requested to serve as a media spokesperson in coordination with the Public Information Office.
- Writes and develops presentations, talking points and outlines for Director, the Deputy Directors and key staff.
- Oversees the creation and distribution of written publications, including writing articles, preparing and/or editing publications and presentations. Leads the work of the Department Graphic Artist.
- Plans and prepares for public meetings; provides support and/or facilitation at public meetings as needed.
- Cultivates and builds external partnerships and relationships to strengthen Department connection with the community by actively participating in the community, service organizations and neighborhood associations, maintaining positive relations with stakeholders and sponsors, and to resolving community issues and resident concerns.
- Participates as a member of the City's Communication Team and the Department's Leadership Team.
- Coordinates with other agencies and leads Department staff in emergency communications.
- Acts as a Mandatory Reporter; reports incidents of child abuse/neglect.

The ideal candidate will have strong Knowledge of:

- Principles and practices of public information, community outreach, marketing, and administration related to intergovernmental relations, strategic planning, and project management;
- Methods, techniques, and trends for creating effective media and public relations materials;
- Effective business communications; sales experience and understanding of principles of Parks & Recreation services and programming
- Effective writing and communicating through social media, video, electronic and/or print newsletters, news releases, brochures, and other communication tools.
- Ability to take complex information and communicate it in a way that makes it accessible and understandable to the entire community.

Skills and Abilities:

- Communicate effectively both orally and in writing;
- Manage emergency incidents and stay calm and personable under pressure;
- Interact and communicate to media with accuracy, poise, credibility and using appropriate voice control;
- Interpret and apply applicable laws, codes, regulations, and standards;
- Write and develop presentations, technical documents, press releases and articles;
- Works with politically sensitive and/or complex situations, analyze complex problems and develop creative solutions;
- Monitor, train and make recommendations for staff evaluations;
- Effectively establish, manage, and facilitate partnerships;
- Facilitate group processes;
- Identify and respond to sensitive community and organizational issues, concerns and needs;
- Conduct planning and research including statistical analysis, survey methodology, and identifying trends;
- Exercise initiative and good judgment;

- Analyze, interpret and present statistical data to audiences of varying levels of subject sophistication;
- Develop and monitor a budget;
- Prioritize and organize work;
- Use independent judgment; interpersonal, problem solving and conflict resolution skills;
- Strong listening, analytical, research and critical thinking skills; and
- Work cooperatively with others and create a positive, constructive and respectful relationship with staff and the general public.

Education and Experience: A typical way of obtaining the knowledge, skills and abilities outlined above is graduation with a Bachelor's Degree in Public Relations, Communications, Journalism, Marketing or related field and three years progressive work experience in community relations administration with experience and knowledge of the Lake Oswego community preferred; or an equivalent combination of training and experience sufficient to successfully perform the essential duties of the job such as those listed above.

Application Process: You may visit our web site at www.ci.oswego.or.us/jobs to access the online application process. Resumes will not be accepted in lieu of a completed job application. The City application must be submitted by:

5:00 PM Friday August 19, 2022

The City is seeking a diverse pool of applicants that can bring a variety of skills, expertise and life experience to our workplace, including those who may come from a non-traditional background. The City will consider any equivalent combination of knowledge, skills, education and experience that meet the minimum experience qualifications. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role. The City is an Equal Opportunity Employer. All qualified persons will be considered for employment without regard to race, color, religion, sex, national origin, age, marital status, familial status, gender identity and expression, sexual orientation, disability for which a reasonable accommodation can be made or any other status protected by law. If you need modification of the selection process in order to accommodate a disability, please make your request in writing at hr@lakeoswego.city and submit it before the application deadline.