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## POSITION DESCRIPTION | DIRECTOR OF COMMUNICATIONS, MARKETING AND ENGAGEMENT

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<b>Reports to:</b> Executive Director	<b>Manager or Individual Contributor:</b> Manager
<b>FLSA Status:</b> Exempt	<b>Benefits Eligible:</b> Yes
<b>Salary Grade:</b> \$55,000 - \$70,000	<b>Remote/Hybrid Eligible:</b> Yes
<b>Full Time/ Part Time:</b> Full Time	

### Position Summary

The Director of Communications, Marketing, and Engagement is responsible for developing and executing strategic communications, marketing, and engagement efforts to enhance the visibility, brand, and impact of Nordic Northwest. This role will lead content creation, media relations, digital marketing, and community engagement initiatives to support fundraising, advocacy, and program goals.

### Essential Job Functions

The individual in this position is expected to engage in the following work-related activities.

### General Organization Expectations

- Participate in ongoing learning and development activities related to your role, your professional development, and organizational goals.
- Participate in Nordic Northwest’s mission of highlighting, honoring, educating, communicating, promoting and celebrating Nordic culture and traditions, ancestral, modern and contemporary

### Role-specific Expectations

#### Communications & Marketing

- Develop and implement a comprehensive communications, marketing, and brand strategy that aligns with the new statement of mission, vision and values.
- Create and manage compelling content across various platforms, including the website, social media, email newsletters, blogs, and print materials.
- Refresh visual identity and brand assets, including website and multimedia content strategy.
- Oversee brand management, ensuring consistency in messaging, tone, and visual identity across all channels and launch targeted campaigns to introduce the new brand to the community and stakeholders.
- Manage relationships with media outlets, write press releases, and coordinate interviews to enhance public relations efforts.
- Develop and execute digital marketing campaigns, including paid advertising, search engine optimization (SEO), and social media marketing.
- Analyze and report on marketing performance, and adjust strategies as needed to maximize reach and engagement.
- Manage website by updating information, creating new content, keeping calendar current, coordinating with staff updates for various pages of the website and shepherding its ongoing development. Work with vendors to implement design changes to website.

- Develop and write content for key organization print and online publications; newsletter, annual report, program promotion flyers, brochures, fact sheets, etc. Conduct interviews to be used for promotional materials. Maintain NNW's photo and video library by taking photos, coordination with staff the submission of photos and contracting with photographers to capture the mission of Nordic Northwest.

### **Engagement & Community Outreach**

- Develop and implement strategies to engage donors, volunteers, partners, and other stakeholders.
- Coordinate events, campaigns, and storytelling initiatives to highlight the new statement of the mission, vision, and values and make emotional connections with the community.
- Leverage social media, blogs, and interactive platforms to engage with communities and foster dialogue.
- Develop a comprehensive partnership and engagement strategy that includes personalized interactions, storytelling, and community-building activities.
- Build partnerships with community organizations, businesses, and influencers to expand outreach and encourage community involvement in brand building activities through volunteer programs, events and projects.
- Monitor audience insights and engagement metrics to optimize outreach efforts.

### **Other**

- Process contracts, adhere to contract terms, and monitor performance and process payments.
- Cultivates partnerships with other non-profit or civic organizations, leveraging shared cross promotion.
- Assists with budget development for Communications, monitors revenue and expenses to budget.
- Serves as a member of Nordic Northwest's staff team. Participates in the strategic direction of NNW and the development and implementation of its annual plan. Participate in staff meetings. Assist other staff members when needed.
- Occasional support at events when needed
- Performs other duties as assigned.

### **Supervisory Responsibilities**

- TBD

### **Required Skills and Abilities**

- Strong writer and communicator
- Intermediate graphic design skills
- Proficient in appropriate computer applications and technology; Microsoft Office applications, database management systems, Adobe, graphic design, etc.
- Passionate interest and knowledge in Nordic heritage and culture.
- Highly organized and comfortable with a fast paced and sometimes stressful working environment in a team-centered approach.
- Ability to prioritize tasks and work independently.
- Effective time management and ability to adjust hours to accommodate the needs of the job and organization's priorities. Able to work a flexible schedule.
- Excellent interpersonal skills with a proven ability to work well with colleagues, other employees, artists, donors and members.
- Understand strengths and growth needs. Willing to ask for help and/or clarification when necessary.
- Ability to be non-judgmental, with knowledge of intercultural issues.

- Dedication to the importance of volunteerism

### **Education and Experience Guidelines**

- Bachelor's degree in Communications, Marketing, Public Relations, Journalism, or a related field.
- 5+ years of experience in communications, marketing, or a related role, preferably in the non-profit sector.
- Strong writing, editing, and storytelling skills with a demonstrated ability to create compelling content.
- Proficiency in social media management, email marketing, and digital advertising tools.
- Experience with graphic design and video editing software (e.g., Adobe Creative Suite) is a plus.
- Strong project management skills, with the ability to manage multiple priorities and deadlines.

Nordic Northwest recognizes that knowledge, skills, and experience may be gained through lived experience as well as education, professional experience, volunteering, or other means.

### **Physical Demands and Working Environment**

The conditions herein 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 these essential job functions.

### **Physical Effort**

Moderate: The work requires some physical exertion, such as long periods of standing; walking over rough, uneven, or rocky surfaces; recurring bending, crouching, stooping, stretching, reaching, or similar activities; or recurring lifting of moderately heavy items, such as tables, equipment, and medium-sized parts. The work may require specific but common physical characteristics and abilities, such as above-average agility and dexterity.

### **Environment**

Hybrid combination of office setting and remote based in the Portland Metropolitan area. Some travel needed to attend meetings or trainings.

### **Travel requirements**

Occasionally travels locally.

### **Hours Required**

Occasionally works evenings/ weekends.

### **Reasonable Accommodation Notice**

If your ability to perform any essential functions listed is impacted by a disability, temporary or permanent, you may reach out to the Executive Director for assistance in exploring reasonable accommodations.