

**Port of Port Angeles  
POSITION DESCRIPTION FORM**

<b>CHECK THE BOX THAT APPLIES:</b>			
<input checked="" type="checkbox"/> New Position	<input type="checkbox"/> Vacant Position	<input type="checkbox"/> Filled Position	
<b>POSITION TITLE:</b> Marketing and Communications Manager			
<b>INCUMBENT'S NAME (if filled position):</b>			
<b>DEPARTMENT or DIVISION:</b> Economic Development			
<b>FLSA STATUS:</b> Exempt		<b>SALARY GRADE:</b> 12	
<b>EMPLOYMENT CLASSIFICATION:</b>			
<input checked="" type="checkbox"/> Full-time	<input type="checkbox"/> Part-time	%	<input type="checkbox"/> Seasonal

**JOB SUMMARY**

The Marketing & Communications Manager is responsible for the Port's marketing, public relations, and event strategy, including development and implementation of advertising campaigns, external communications, brand management, and community engagement initiatives. This position oversees all Port marketing efforts, including contracted advertising services, publications, digital media, radio placements, public information materials, and coordination of Port-sponsored events.

The Marketing & Communications Manager will plan, implement, and grow comprehensive marketing, public relations, and event programs that enhance the Port's visibility, reputation, and strategic objectives. This position serves as the Port's central authority for external messaging and public-facing communications, ensuring consistency, accuracy, and alignment across all channels.

This role requires strong leadership, communication, and organizational skills to collaborate effectively across departments and with stakeholders, including governmental agencies, community partners, media representatives, tenants, contractors, and the public.

The Marketing & Communications Manager reports to the Chief Commercial Officer (or Director of Economic Development). He/she is also expected to communicate directly with other business line managers, the Chief Executive Officer, and the Port Commission in the areas mentioned above, including providing direct support and advisory services related to public messaging, media relations, and community engagement.

**SUPERVISORY RELATIONSHIPS**

<b>IMMEDIATE SUPERVISOR'S NAME:</b> Caleb McMahon	<b>SUPERVISOR'S TITLE:</b> Chief Commercial Officer
<p><b>1. What type of supervision is required for this position while performing assigned duties?</b></p> <ul style="list-style-type: none"> <li>• The Marketing &amp; Communications Manager requires limited supervision and is expected to closely collaborate with all other department heads to accomplish the strategic goals outlined in the Port's Strategic Plan.</li> </ul> <p><b>2. What responsibility, if any, is there for directing or supervising the work of others:</b></p> <ul style="list-style-type: none"> <li>• Position does not have direct reports or supervisory responsibility, but may provide functional direction, coordination, or oversight of contractors, consultants, or support staff as required.</li> </ul>	

## ESSENTIAL FUNCTIONS

List the primary functions of the position in decreasing order of importance by percentage of time spent on each. Functions listed in this section should fall into one or more of the following categories:

- A. Marketing & Communications Strategy Development – 30%**
- B. Event planning and Community Engagement-20%**
- C. Public Relations & Media Management – 25%**
  
- D. Campaign Management & Advertising Oversight – 15%**
- E. Content Development and Brand Management-5%**
- F. Internal Collaboration and Cross Department Support-5%**
- G. Commission and Executive Reporting-5%**

Percentage*	Essential Functions
<input type="checkbox"/> By month <input checked="" type="checkbox"/> By year <input type="checkbox"/> Other:	
30%	<p><b>Marketing &amp; Communications Strategy Development</b></p> <ul style="list-style-type: none"> <li>Develop and implement a comprehensive marketing, public relations, and communications strategy aligned with the Port’s strategic objectives.</li> <li>Identify and evaluate growth opportunities to expand the Port’s visibility and market presence.</li> <li>Establish and maintain brand positioning that reflects the Port’s mission, values, and business priorities.</li> <li>Define target audiences and develop tailored messaging strategies to effectively reach key stakeholders.</li> <li>Establish measurable performance goals and track outcomes to assess the effectiveness of marketing and communications initiatives.</li> </ul>
20%	<p><b>Event Planning and Community Engagement</b></p> <ul style="list-style-type: none"> <li>Lead the planning, coordination, and execution of Port-hosted events, including groundbreakings, ribbon cuttings, open houses, and community celebrations.</li> <li>Organize and support public meetings, hearings, and stakeholder forums to ensure transparency and effective public engagement.</li> <li>Develop and implement community outreach initiatives that strengthen relationships with residents, tenants, business partners, and governmental agencies.</li> <li>Coordinate logistics for events, including venue arrangements, vendor management, permits, marketing promotion, budgeting, and on-site oversight.</li> <li>Collaborate with internal departments and external partners to ensure events align with the Port’s strategic objectives and brand standards.</li> <li>Evaluate event effectiveness through attendance metrics, stakeholder feedback, and post-event reporting to inform future engagement strategies.</li> <li></li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure appropriate staffing, preparation, and leadership presence at Port-hosted events.</li> </ul>
25%	<p><b>Public Relations &amp; Media Management</b></p> <ul style="list-style-type: none"> <li>• Serve as the Port’s primary public information officer and official liaison to media representatives and external stakeholders.</li> <li>• Develop, draft, and distribute press releases, public statements, media advisories, and official communications; respond to media inquiries and coordinate interviews, radio placements, and other broadcast communications.</li> <li>• Cultivate and maintain professional relationships with local, regional, and industry media outlets to support proactive storytelling and accurate coverage.</li> <li>• Prepare executive leadership and Commissioners for media engagements and public presentations, ensuring consistent, strategic messaging.</li> <li>• Lead crisis communications efforts during emergencies or reputational risk events; monitor media coverage and public sentiment and advise leadership accordingly.</li> <li>• Ensure all external communications align with the Port’s strategic objectives, brand standards, and legal requirements to protect and enhance the Port’s public image.</li> <li>• Serve as the Port’s designated Public Information Officer (PIO) or primary communications lead for external affairs, unless otherwise assigned by the Chief Executive Officer.</li> </ul>
15%	<p><b>Campaign Management &amp; Advertising Oversight</b></p> <ul style="list-style-type: none"> <li>• Oversee digital marketing efforts, including website content, email campaigns, analytics tracking, and social media strategy.</li> <li>• Coordinate the development and production of publications, promotional materials, and branded collateral to support business lines and community outreach.</li> <li>• Manage contracted marketing and advertising services, including vendor selection, scope development, budget oversight, and performance evaluation.</li> <li>• Develop and administer sponsorship opportunities and promotional partnerships that advance the Port’s visibility and strategic objectives.</li> <li>• Ensure consistency in brand standards, messaging, and visual identity across all marketing materials and external communications.</li> <li>• Plan, develop, and manage advertising campaigns across print, digital, broadcast, and social media platforms to promote Port initiatives, properties, and programs.</li> </ul>
<b>OTHER JOB DUTIES</b>	
<p>List other duties that meet any of the following criteria:</p> <p>A. Any task(s) that is (are) important to the organization, but less critical, and is (are) more easily reassigned or moved out.</p> <p>B. Any task(s) that may be reassigned to another position without significantly impacting the classification and/or salary of the position.</p>	

<b>Percentage*</b> <input type="checkbox"/> By month <input checked="" type="checkbox"/> By year <input type="checkbox"/> Other:	<b>Other Job Duties</b>
15%	<p>A. <b>Content Development &amp; Brand Management – 5%</b>            Oversees development of marketing collateral, website content, social media, newsletters, annual reports, and public information materials. Maintains brand integrity across all communication platforms. <i>(A, B)</i></p> <p>B. <b>Internal Collaboration &amp; Cross-Department Support – 5%</b>            Works with business line managers to support tenant recruitment, economic development initiatives, capital project communications, and operational announcements. Ensures coordinated messaging across departments. <i>(B)</i></p> <p>C. <b>Commission &amp; Executive Reporting – 5%</b>            Prepares reports and presentations for executive leadership and the Port Commission regarding marketing performance, campaign metrics, event outcomes, and public engagement efforts</p>
<p><b>(NOTE: Essential functions and other job duties together must total 100%)</b></p>	

<b>QUALIFICATIONS</b>
<p><b>Knowledge, Skills, &amp; Abilities Required:</b></p> <ul style="list-style-type: none"> <li>• Knowledge of modern marketing principles and practices, including strategic planning, brand management, digital marketing, media relations, and community engagement.</li> <li>• Knowledge of public relations methods, crisis communication strategies, and media management practices applicable to a public agency environment.</li> <li>• Knowledge of marketing analytics, audience segmentation, campaign performance measurement, and return-on-investment evaluation.</li> <li>• Knowledge of applicable public disclosure laws, public records requirements, and regulations affecting communications for public agencies.</li> <li>• Knowledge of event planning principles, vendor coordination, and public meeting facilitation.</li> <li>• Ability to develop, implement, and evaluate comprehensive marketing and communications strategies aligned with organizational goals.</li> <li>• Ability to draft clear, accurate, and persuasive written materials, including press releases, reports, speeches, and digital content.</li> <li>• Ability to manage multiple projects simultaneously, prioritize competing deadlines, and coordinate cross-functional initiatives. Ability to build and maintain effective working relationships with media representatives, governmental agencies, community stakeholders, tenants, and Port leadership.</li> </ul> <p><b>Preferred Work Experience:</b></p> <ul style="list-style-type: none"> <li>• Minimum 3 years (5 years preferred) of previous work experience in marketing or related fields.</li> <li>• Work experience in both the private and public sectors preferred.</li> </ul> <p><b>Preferred Education and Training:</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Marketing, Communications, Public Relations or related field.</li> <li>• Master’s degree in communications, Business Administration or related field.</li> <li>• Professional certification in marketing, communications, or public relation.</li> </ul>

**PHYSICAL and WORKING CONDITIONS**

While performing the responsibilities of the position, the employee is generally required to meet the following physical demands:

1. **Strength**

- a. LIGHT - Exert up to 20 lbs. of force occasionally, and/or up to 10 lbs. of force frequently, and/or a negligible amount of force constantly to move objects. Physical demands exceed those of sedentary work. Light work usually requires walking or standing for a significant portion of the time.

2. **Movement**

- a. STOOPING - Bending body downward and forward. May require full use of the lower extremities and back muscles.
- b. REACHING - Extending hand(s) and arm(s) in any direction.
- c. HANDLING - Seizing, holding, grasping, turning, or otherwise working with hand or hands.
- d. FINGERING - Picking, pinching, or otherwise working primarily with fingers rather than with the whole hand/arm.

3. **Auditory**

- a. TALKING - Accurately and efficiently expressing or exchanging ideas by means of the spoken word.
- b. HEARING - Receiving detailed information through oral communication by perceiving the nature of sounds.

4. **Vision**

- a. NEAR ACUITY - Clarity of vision at 20 inches or less.

**Working Conditions**

- a. OFFICE ENVIRONMENT - Work is mostly performed in a climate-controlled facility providing reasonable comfort and security. Noise level is usually low. Some travel between work locations may be required.

**The job duties as defined are an accurate reflection of the work to be performed by this position.**