



# TUALATIN HILLS PARK & RECREATION DISTRICT

Beaverton, OR

## DIRECTOR OF COMMUNICATIONS

**\$95,076 - \$142,632**

*Plus Excellent Benefits*

*Apply By*

**July 22, 2018**

*(First Review, Open Until Filled)*

**PROTHMAN**



**WHY APPLY?**



Headquartered in Beaverton, Oregon, Tualatin Hills Park & Recreation District (THPRD) is an award-winning park district located in one of the most beautiful and livable areas of the Pacific

Northwest. Nestled between the vibrant city of Portland and the green farm fields of Western Washington County, Beaverton offers a strong business environment and the attractions of a large metropolitan area, while still maintaining a home-town feel. The community prides itself on its remarkable atmosphere, natural beauty, high achieving schools, many parks, and a wide variety of cultural and recreational opportunities.

If you are a senior communications professional looking for a challenging and rewarding career opportunity in an amazingly beautiful place to live, then this is the job for you!



**THE COMMUNITY**

Located seven miles west of Portland, Oregon in the heart of the “Silicon Forest”, the economic lifeblood of the region, Beaverton is Oregon’s sixth largest city and the second-largest incorporated city in Washington County. Beaverton is home to nearly 300 high tech companies, including the headquarters of globally recognized Nike and Tektronix. Beaverton is a culturally diverse, family-friendly city and is well-known for its many well-planned neighborhoods and its outstanding school system.



The area is known for its low crime rate and there is a wide variety of housing stock, ranging from single-family houses on quiet cul-de-sacs to urban core condominiums near shops and light rail transit stations. Beaverton offers a variety of family activities and amenities, including the region’s largest farmers market, a new library, and more than 100 parks, bike paths and hiking trails. It is also conveniently located within an hour’s drive of popular natural areas including the Oregon coast, Mt. Hood and the Columbia River Gorge.

THPRD provides citizens and guests a bounty of natural, historic, and scenic views while taking advantage of the available swimming pools, tennis and basketball courts, baseball, softball and soccer fields.

Nationally acclaimed for their students’ high SAT scores, Beaverton schools have formed strong partnerships with area businesses. Several highly regarded private schools, as well as some of the region’s best state and private universities and community colleges are also located within 30 miles of Beaverton.

**THE DISTRICT**

Formed in 1955, THPRD has a five-member board of directors and is the largest special park district in Oregon, spanning 50 square miles and serving about 250,000 residents in the greater Beaverton area. THPRD serves the City of Beaverton and unincorporated areas of Washington County to provide all park and recreation amenities in the greater Beaverton area. The district provides year-round recreational opportunities for people of all ages and abilities, including thousands of widely diverse classes, 99 park sites with active recreational amenities, nearly 70 miles of trails, eight swim centers, six recreation centers, and 1,500 acres of natural areas.

The district also offers 100 baseball and softball fields, 140 multipurpose fields, 60 indoor and outdoor basketball courts, 108 indoor and outdoor tennis courts, volleyball courts, skate parks, dog parks, historic sites, and community gardens. THPRD departments include aquatics, budget & finance, communications, community partnerships, human resources, information services, maintenance operations, nature & trails, planning and design & development, recreation, community programs, risk & contract management, security, and sports. The district operates on a 2018 annual operating budget of over \$50 million with 183 full time employees, 22 regular part-time employees, and 650-1,000 other part time employees varying by the season.



Under the direction of the General Manager, the Director of Communications leads communications and marketing for the park district, including communications and marketing strategy development and implementation, community engagement, public information and public relations, news media relations, brand, reputation, and crisis management. The Director provides oversight to the Security Operations Department and the THPRD Scholarship Program and serves as the lead for the park district's diversity, equity and inclusion efforts.



## THE DEPARTMENT & POSITION

The Communications Department is responsible for districtwide communications and marketing including news media relations, publications, website content, social media, e-newsletters and advertising.

The Communications Department aims to:

- Establish the communications department as a districtwide resource that is trusted and reliable.
- Connect, involve and engage the local diverse and growing communities.
- Grow public support for investments by demonstrating the value of THPRD programs and services.

The department is comprised of 7.87 full-time equivalent employees including the Director of Communications and operates on a \$1.26 million program budget.

### Responsibilities Include:

- Contributes to and executes the communications diversity, equity, and inclusion work, as informed by a districtwide plan.
- Oversees the creation, management, and implementation of the district's annual communications, marketing, and community engagement plans and deliverables. Tracks fiscal performance and reports metrics for success.
- Oversees all digital content development, including THPRD's website, social media platforms, photography, videography, advertising, and more.
- Maintains and grows collaborative relationships with the General Manager and division leaders, community stakeholders and media. Acts as a trusted communications advisor to internal departments, leadership, and staff.
- Represents the district on various committees related to community engagement and diversity/equity/inclusion.
- Manages and oversees all aspects of communications between the district and the public, including approval and coordination of branding and promotional materials from departments to ensure a consistent look and message that promotes the district's goals and objectives.

- Directs district media relations efforts, serving as spokesperson and coordinating interviews with subject matter experts on staff. Provides communications advice and counsel during crisis communications, working closely with the General Manager and other staff on messaging and serving as spokesperson during crisis communications.
- Supervises the district's Security Operations Department. Integrates community outreach with education and information as well as with emergency management responsibility.
- Provides insights to district management and staff on community attitudes and opinions. Conducts informal and formal surveys of the community and staff opinions and attitudes concerning THPRD's effectiveness and opportunities for improvement. Creates and distributes materials for employee communications.
- Oversees the THPRD Scholarship Program, ensuring proper equity among recipients, taxpayers and the district.

### **OPPORTUNITIES & CHALLENGES**

1. Develop and implement a districtwide communications and marketing strategy.
2. Coordinate the districtwide effort to develop a diversity, equity and inclusion plan that will guide all facets of DEI work, both internally and externally.
3. Build a strategic communications team with the knowledge and passion to deliver the newest strategies, methods and technologies to create effective communications.
4. Develop a set of tools that guide the planning and creative efforts of the team.

### **IDEAL CANDIDATE**

#### **Education and Experience:**

A Bachelor's degree in communication, journalism, public relations, sociology, education, public administration, ethnic studies or a related field is required. Candidates must have five years of experience working in a supervisory or program management capacity, and ten years of demonstrated success working in communications and leading cross-culturally. This experience could include: marketing of programs or initiatives, public affairs, community engagement, and/or social equity. An advanced graduate degree in an applicable field is preferred. Candidates must have a valid Oregon driver's license by time of hire.



#### **Necessary Knowledge, Skills and Abilities:**

- Ability to exercise strategic planning for communications, marketing, engagement, and diversity/equity/inclusion efforts.
- Experience evaluating the effectiveness and efficiencies of various programs, processes and systems and developing sound recommendations.
- Ability to effectively communicate in English, both orally and in writing, including the ability to speak in public to small and large groups, as well as the ability to effectively identify critical issues from a conversation and clearly disseminate such issues orally and in writing.
- Skill in identifying issues and creating plans to address opportunities and problems. Candidates must be change-oriented, creative, and open to new ideas.
- The ideal candidate will be an effective manager who is committed to staff development while maximizing the potential of all direct reports, providing relevant support, direction, expectations, and clear guidelines for team success.
- Experience building constructive working relationships, both internal and external of the organization. Ability to promote cooperation and commitment within a team to achieve goals. Demonstrated expert composure and command presence.
- Ability to make timely, informed decisions that consider the facts, goals, constraints and risks of a political environment. Ability to recognize issues and determine actions needed to advance the decision-making process.
- An understanding of the impact of decisions on those in and outside of the organization, and the ability to decisively choose the best solution after contemplating available approaches to problems and committing to the chosen path forward after points of concern are raised.
- The ideal candidate will listen well, be politically astute but apolitical and have excellent communication and presentation skills.

## COMPENSATION & BENEFITS

- **\$95,076 - \$142,632 DOQ**
- Medical, Dental, & Vision Insurance
- Life Insurance, LTD, & Long-Term Care
- District Pension Plan
- Optional 457 Deferred Compensation Plan
- Vacation
- Sick Leave
- 10 Paid Holidays
- Employee Wellness Program
- Flexible Spending Account
- Health Reimbursement Arrangement
- Educational Aid
- Employee Assistance Program (EAP)



**For more information, please visit:  
[www.thprd.org](http://www.thprd.org)**

Tualatin Hills Park & Recreation District is an equal opportunity employer. All qualified candidates are strongly encouraged to apply by **July 22, 2018** (first review, open until filled). Applications, responses to the supplemental questions, resumes and cover letters will only be accepted electronically. To apply online, go to **[www.prothman.com](http://www.prothman.com)** and click on "submit your application" and follow the directions provided. Resumes, cover letters and responses to the supplemental questions can be uploaded once you have logged in. If you are a veteran and wish to request veterans' preference credit, please indicate that in your cover letter, and complete and submit the veterans' preference form posted on the website as instructed on the form.



**[www.prothman.com](http://www.prothman.com)**

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