ASSISTANT MARKETING MANAGER

JOB TITLE: Assistant Marketing Manager
REPORTS TO: Vice President of Culture and Community
STATUS: Full-time, benefitted, Exempt
LOCATION: In-person in Portland, Oregon with flexibility for some remote workdays
COMPENSATION: $44,000-$47,000 (depending on experience)

Lan Su Chinese Garden’s mission is to cultivate an oasis of tranquil beauty and harmony to inspire, engage and educate our global community in the appreciation of a richly authentic Chinese culture.

About Lan Su Chinese Garden: Lan Su Chinese Garden is one of Portland’s greatest treasures and most interesting sites to see while visiting Portland. A result of a collaboration between the cities of Portland and Suzhou, our sister city in China’s Jiangsu province that is famous for its beautiful Ming dynasty gardens, Lan Su was built by Chinese artisans from Suzhou and is one the most authentic Chinese gardens outside of China.

Lan Su may have the purposeful career you have been wanting to grow with this position:

 Lan Su Chinese Garden is seeking a collaborative, results-driven Assistant Marketing Manager to plan, create and execute the organization’s external marketing and communications to deliver visitors to the garden, recruit and retain members, engage donors, and create an external positive image for the garden. As a member of Lan Su’s Culture & Community Engagement Department, the Assistant Marketing Manager creates strategic, mission-oriented communications and manages the content, design and implementation of all print, electronic and web advertising, collateral, and other materials with the assistance of the Digital Marketing & Communications Coordinator.

PRIMARY RESPONSIBILITIES

Branding, Identity, and Storytelling

- Work closely with VP of Culture & Community to plan and implement marketing strategies to develop a comprehensive marketing campaign to “tell the Lan Su stories” and promote Lan Su Chinese Garden’s brand awareness, attendance, and membership.
- Work closely with VP of Culture & Community to develop specific media outreach and advertising plans for major festivals, programs, and ticketed events.
- Create, design, and oversee organizational content development and production of electronic and print marketing products, including all advertising, collaterals, visitor materials, employee, and volunteer badges, and signages.
- Capture, edit, and promote highlighted Lan Su moments such as cultural programs, festivals & events, plant collections, and art exhibits via photography and videography.
Monitor, gather, and present data to indicate the success of specific in-house marketing strategies (e.g. followers, web hits, growth in social media reach, media coverage etc.).

**Media, Community, and Communications**
- Co-manage, edit, and monitor public-facing communications channels, including the website, social media platforms, monthly e-newsletters and visitor experience mobile application.
- Share responsibility of organizational press and public relation efforts including story placements, press releases, and media collaborations.
- Process, organize, and archive all organizational digital and print assets.
- Other responsibilities as assigned.

You may not have everything needed. Perhaps you have a strong combination of experience, technical, academic skills and passion in the following areas:
- Bachelor’s degree in marketing, business, or related field.
- Minimum one year of experience in a marketing and communications role for a non-profit or community-based organization.
- Proficiency with Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro).
- Proficiency with digital marketing and social media strategy.
- Proven skills in photography and video editing.
- Excellent written and verbal communication skills.
- Strong project management and multitasking skills.
- Thrives in a team environment and collaborative culture.
- Established press contacts or experience in media communications.
- Experience with web content management and communications.
- Knowledge of Chinese culture and language highly desired or willingness to learn.
- Willing to develop professionally and personally through organizational training and development opportunities.

Other requirements of this position:
- Able to sit and type for extended periods of time (more than one hour).
- Stand and bend for more than 30 minutes (event work).
- Able to lift 40 lbs.
- Available to work weekends and evenings as the garden activities dictate.

**For your personal well-being, the Garden offers:** (Full-time, fully benefited positions)
- Beautiful Garden environment with areas to walk and enjoy an oasis of tranquil beauty.
- Employer Paid Health and Dental Insurance for employee only coverage.
- Employer-paid Group Life/ADD and short-term disability insurance.
- Vacation time accrual
- Sick time accrual
- One (1) Personal Floating Holiday per year
- Holiday pay or accrual of floating holiday if you are scheduled to work on a Lan Su recognized paid holiday.
Garden Shop & Teahouse Discount
401K Participation and Employer match
Complimentary Family & Friends Membership to Lan Su Chinese Garden
Complimentary gym access to the workout facility in the administrative office building
Complimentary access to reciprocal venues throughout Portland

TO APPLY

We look forward to hearing from you, just follow these few steps to send your information to us: Please submit a cover letter, resume and three references. Additional writing examples are highly encouraged. E-mail the application to lansuhr@lansugarden.org. In the email subject line, please put “Asst. Marketing Manager”. Please also direct any questions regarding this job opening to lansuhr@lansugarden.org. Phone calls regarding this position will not be accepted at this time.

Lan Su Chinese Garden is committed to maintaining an environment where employees contribute to the organization’s achievement, take pride in the results of their work, are appreciated as individuals, and are encouraged to develop to their fullest extent. Lan Su is an Equal Opportunity Employer. It is our policy that employees will not be discriminated against in the terms and conditions of employment because of race, color, religion, sex, national origin, age, marital status, sexual orientation, disability, or any other classification protected by law.