

Position Title: Marketing & Communications Manager
Reports To: President
Location: Portland Oregon Showroom; Remote options
Status: Full time, Non-Exempt

About PacificWRO:

At PacificWRO, we believe in uplifting people and spaces. Yes, we're energized by designing and furnishing some of the most iconic buildings, companies, college campuses, and hospitals across the Pacific Northwest. But more importantly, we value each team member's unique contribution to those projects because we're not just creating great work environments for other teams – we're creating a great environment for our team.

Because our team members are quick-thinking, hardworking, and adaptable PacificWRO is recognized as one of the fastest growing companies in the Pacific Northwest. Yet our team also looks beyond the walls of our office to impact the people in our communities, so we're also ranked one of the most generous mid-sized companies in Oregon. On top of that, we're consistently one of the top-performing Herman Miller Certified Dealers in the country.

We're proud of our team and what we're accomplishing together, and we're thrilled you are interested in joining our team! For more information, visit our website: www.pacificwro.com

Position Summary: *Marketing and Communications Manager*

The Marketing and Communications Manager spans the gamut from strategist to practitioner. This critical role plans and implements PacificWRO's marketing, advertising, public relations, internal communications, special events, customer experience, and digital online strategies. This full-time, management position serves on the Dealer Leadership Team and reports directly to the President/Owner.

To Apply:

To apply, email your cover letter and resume to: info@pacificwro.com
Please mention *Marketing and Communications Manager* in the subject line.
Applications are open until the position is filled.

Specific Responsibilities and Duties:

Marketing Leadership:

- Direct internal and external communication to further the mission, vision and values of PacificWRO's brand
- Create and maintain all marketing plans, calendars, and budgets
- Evaluate market conditions and engagement metrics
- Ensure all marketing materials and graphics adhere to brand guidelines
- Prepare and implement annual strategic marketing plan in coordination with the President and the direction of the company's overall strategic plan to be updated and reviewed quarterly
- Maintain an up-to-date understanding of the marketing tools, programs, and requirements for all MillerKnoll Certified Dealers.

Digital Marketing

- Direct creative content for website: news updates, project profiles, staff news, and press releases
- Manage and communicate website analytics with key insights (Google Analytics)
- Increase digital footprint, utilizing a range of techniques including paid search and SEO
- Implement social media strategy: content creation, managing post schedule, and analyzing channel insights
- Implement email campaigns: content creation, list management, engagement tracking

Direct Marketing

- Develop and maintain branded sale tools and templates: proposals, presentation slide decks, and marketing collateral
- Oversee inventory and distribution of promotional products, client gifts, and employee incentives
- Manage the creation, inventory, and order process for all printed materials: employee business cards, letterhead, envelopes, notepads, etc

Event Marketing, Community Support, and PR

- Lead the planning, organizing, and executing of special events – both internal and external events
- Create and deploy event marketing materials: invitations, graphics, promotional items
- Direct all PR efforts: drafting press releases, articles, news stories, and community recognition nominations
- Work closely with company leadership to support community organizations through donation requests, event sponsorship, and volunteer coordination

Photography & Videography

- Oversee creative direction of corporate image pieces and portfolio assets
- Direct photography efforts and/or photo licensing of customer spaces and special events
- Ensure unique dealer stories are captured via video and shared through video channels

Skills, Knowledge, and Qualifications:

- Must be able to use a variety of software, including, but not limited to: Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Microsoft Word, Excel, and PowerPoint.
- Strong project management skills.
- Strong written and verbal communication skills; ability to communicate with a diverse group of coworkers, managers, clients, vendors and the general public.
- Familiarity with marketing automation tools, CRM, and social media tools.
- A wide degree of creativity and latitude is expected; must possess an understanding of visual integrity; be able to create and maintain style guides.
- Must be able to work in a deadline-driven environment.
- Ability to plan events, coordinate projects, develop marketing budgets and analyses, and handle multiple projects.
- Strong organizational and problem-solving skills.

Experience:

- 5+ years of Marketing experience
- Bachelor's degree in Marketing and/or Communications (or equivalent)
- Management experience (preferred)
- Background in contract furnishings, architecture, design, or commercial real estate is preferred

Other Abilities:

- Language: Ability to read, analyze, and interpret general marketing analytics. Ability to author reports and business correspondence. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the public.
- Physical Demands: The physical demands described here 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 the essential functions. While performing the duties of this job, the employee is regularly required to sit; concentrate intensely; use hands to finger, handle, or feel and

operate a computer keyboard, mouse, and telephone headset; and talk or hear. The employee frequently is required to reach with hands and arms. The employee is occasionally required to stand and/or walk; and may occasionally be required to stoop, kneel, crouch, or crawl. Specific vision abilities required by this job include close vision, color vision, peripheral vision, distance vision, depth perception, and ability to adjust focus.

- Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts; and outside weather conditions at customer sites if on-site visits required. The noise level in the work environment is typically low to moderate.
- Covid-19 Vaccination Status: As in-person work with customers requiring vaccine status disclosure is necessary for this job, proof of completed vaccination for COVID 19 as defined by CDC at start of employment will be required currently for this position.