



COLUMBIA GORGE  
DISCOVERY CENTER & MUSEUM

*be present... in the past*

**Crate's Point dba Columbia Gorge Discovery Center & Museum (CGDCM)  
5000 Discovery Drive, The Dalles, OR 97058, (541) 296-8600**

**DEPARTMENT:** Marketing & Communications  
**JOB TITLE:** Director of Marketing & Communications  
**REPORTS TO:** Executive Director  
**CLASSIFICATION:** Full-time (remote and on-site)  
**WAGE CLASSIFICATION:** Hourly

### **POSITION SUMMARY:**

Are you creative? Passionate about the Columbia River Gorge? Do you embrace culture, history, diversity, the environment and the natural beauty of our area? If your answer is an enthusiastic "YES" there may be a place for you as part of our team. We are willing to provide some training, however there are "must-have" skills you need to bring to the table. You need to be detail-oriented (there are a LOT of details to juggle!) You must be accurate with your typing, in spelling and in typing numbers. You must have a good sense of grammar. You should enjoy being creative and have a flair for design. Photography skills will come in handy. You must be comfortable talking with people, and speaking in public. If you are bi-lingual or have connections into the bi-lingual community that is desirable. Marketing and advertising are the primary jobs of this important role; a third responsibility is building relationships and networks, including helping to plan events that are beneficial for us and meet our mission. Our mission should inform every choice you make: "to inspire stewardship of the Columbia River Gorge and Wasco County, encouraging active lifelong learning about our shared environment and the preservation, collection, and interpretation of the cultural and natural history of the region". Marketing and advertising are the mechanisms by which we fund the museum. CGDCM is an independent 501(c)3 non-profit organization. Many people are surprised to learn that CGDCM is not funded by federal, state or county tax dollars; we are funded by memberships, admissions, events, facility rentals, and donations. We apply for grants, but those grants are awarded in large part with how well we meet our mission and serve our Gorge-area community.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

1. Familiarity and ease using Microsoft Office Suite products: Outlook, Word, Excel, Publisher, Powerpoint, and InDesign, Photoshop and Illustrator as well as web skills in WordPress and Weebly.
2. Familiarity and understanding of branding as a concept, referencing our color palette, logo, typeface, etc. to ensure consistency across texts and visual media in and outside of CGDCM.
3. Strategic advertising, allocating the yearly budget to take advantage of "free" marketing, and increased frequency of advertising of particular events and programs throughout the year.

4. Taking photos of the museum, the grounds, and programs / special events to post on social media, for the website, for flyers, etc.
5. Ensure photo releases and copyright forms are completed for all photography featuring museum visitors and guests, and to ensure images/artwork protected by copyright receive signed permission for reproduction / licensed use / fair use.
6. The network you build will be invaluable to success; attend meetings with area members of Travel Oregon/Columbia River Gorge Visitors Association, Museums of the Gorge, and interacting with area Chambers of Commerce, Historic Landmarks and Venues, travel writers and tour guides can provide you with important advice, resources and shared marketing opportunities.
7. Communication is critical: with staff, with potential visitors/attendees, and with stakeholders who may have an interest in the museum. Be sure staff is in the loop with upcoming events.
8. Co-plan programs and events with the Programs and Events planning team and the Exhibition planning team.
9. Plan for the significant annual budget expenditures: certified folder (rack cards), wedding ads, visitor guides, end-of-year holiday spending all require signing contracts. Be aware of what is coming up and track expenses as they come in on the Excel budget spreadsheet, to make decisions where to allocate cost, based on target audience usage, and how it enhances the funding stream for the museum.
10. For the quarterly member's newsletter, solicit articles one to two weeks before needed and coordinate printing and mailing production with team.
11. Write a press release for each event / program.
12. Comfortable speaking in public: radio PSAs (public service announcements), ads, etc. As CGDCM is a non-profit, we are often eligible to receive free advertising through Radio PSAs. We typically have a dedicated radio interview scheduled once a month as well, and TV interviews happen when you run advertising with a television coupon program.
13. Make posters and flyers for upcoming events / programs and advertising in-house.
14. Create email alerts via Constant Contact at least once a month.
15. Change the outdoor advertising billboard provided to us via Meadow Outdoor Advertising at least 1-3 year times a year.
16. Graphic design of in-house forms for museum visitors, members, and facility rental guests, and special programs for special events and programs such as the annual member's meeting and annual fundraiser in October.
17. Keep the CGDCM website, [www.gorgediscovery.org](http://www.gorgediscovery.org) regularly updated.
18. Keep social media accounts regularly updated (2-4 times a month per site, at a minimum) (posts, review and reply to comments) on Facebook, Pintrest, Instagram, Twitter.
19. Stay ahead of email and voicemail, as well as Harvest Host stay bookings and reviews, Google alerts / reviews / photos submitted, etc.
20. Create and monitor online campaigns: fundraising, virtual auction, etc.
21. Handle confidential and sensitive material with discretion.
22. Assess the visitor experience and program participant experience and advise the Executive Director of potential improvements.
23. When needed, work with other staff to facilitate public programs and events.  
Perform other duties and projects as assigned by the Executive Director.

24. Be a team player; it's everyone's job, every day, to make sure our visitors have a great experience. If you see a piece of trash, pick it up. If you see something that needs to be done, do it. It takes a team to make this place the greatest place on earth." Be a team player, in the museum, in the community, and in the Columbia Gorge.

**Proven Knowledge, Skills and Abilities:**

Administrative and leadership skills

Strong communication skills in person, on the phone, and in writing

Be detail-oriented and skilled in quality control techniques

Ability to actively listen, empathize, and deescalate internal and visitor-facing issues

Ability to work simultaneously on multiple projects

Ability to use CGDCM equipment

**Benefits:**

Flexible schedule, PTO, 8 annual holidays, and the ability to work remotely when programs are not in session.

**To Apply:** Please email a cover letter and resume in Word or PDF format to Laura Matzer: [laura@gorgediscovery.org](mailto:laura@gorgediscovery.org). Your cover letter should include any information about you relevant to this position not highlighted in your resume. We request two to three professional references (name, email, phone, and your relationship to them). If you have questions please email Laura. This position is open until filled. Contracts and salary rates are negotiated upon hire. A background check for all incoming employees is conducted for the safety of our visitors and staff.

Columbia Gorge Discovery Center & Museum is an equal opportunity employer that does not discriminate based on race, ethnicity, color, age, gender identity, sexual orientation, disability status, protected veteran status, religion, or any protected class or characteristic protected by law. We have a commitment to diversity, equity, and inclusion in our work and seek to create an organization that better reflects the communities we serve.