

PORT OF SKAGIT COUNTY
Job Description

Position Title: Community Outreach Administrator

Title of Immediate Supervisor: Director of Business Development and Real Estate

Title of Positions Directly Supervised: None

BASIC JOB PURPOSE: The community outreach administrator develops, supports and disseminates the port's voice in the community on a proactive basis. Duties include communications and marketing plans and representing the Port in the community as needed. Provide advice, counsel and strategy to the Executive Director, other managers and commissioners. Promote friendly, open customer service atmosphere.

PRINCIPAL DUTIES AND RESPONSIBILITIES*

1. Implement the Port's Promise, Mission and Vision and exhibit the Port's Values such as truthfulness, integrity and teamwork.
2. Develop, implement and maintain the port's brand strategy communications plan which will communicate the port's promise and key messages for the port and all three facilities: airport, marina and Bayview Business Park. Monitor and manage all communications and advertising with local media (radio, newspaper, TV, periodicals) focused on positive public relations.
3. Develop, implement and maintain marketing plans for the LaConner Marina, Skagit Regional Airport and Bayview Business Park, in support of the Harbormaster, airport manager and business park manager.
4. Prepare and disseminate publications, news releases and articles to promote and market the port's programs, properties, facilities and services in consultation, coordination and support of the Executive Director, the Director of Business Development and Real Estate, and port managers, including writing articles, newsletters, brochures, news releases, product fact sheets, logos, graphics and other promotional materials.
5. Manage, organize and maintain the port's fiber system, including hardware, ISP's and support systems.
6. Manage, organize, maintain and write content for the port's website and social media.

7. Participate in community, regional, state meetings and events to support, implement and advocate for the port's brand strategy communications plan and the port's economic opportunity growth plan in coordination with the management team and executive director.
8. Provide technical support by preparing graphics, maps, reports, PowerPoints and other documents, as needed by port staff or commissioners.
9. Prepare, manage, organize and store in the Port's shared electronic and paper filing systems electronic and paper presentations and speeches on behalf of port employees and elected officials.
10. Coordinate with the Executive Director on local, state and federal legislative matters. Monitor in-state, county and local legislative activities and develop port positions as needed. Prepare legislative briefing reports to port management and elected officials.
11. Manage, organize and store photography files and provide photo direction with contract photographers. Also, take, print and manage port photo files.
12. Prepare and coordinate crisis communication plans in support of port and regional Emergency Response Plans and interact with the news media and public during emergency situations. Link with county emergency management team in coordination of public information strategies and coordinate information dissemination.
13. Develop and implement crisis communication training for staff and commission.
14. Participate in the port's overall management functions, attend commission and other meetings, and assist in the development of annual communication, community outreach, marketing and technology budgets.
15. Perform other duties, responsibilities, and special projects as may be required.

*Listed in order to most time-consuming to least time-consuming.

TRAINING, EDUCATION, EXPERIENCE & RESPONSE TIME REQUIREMENTS

Formal Education Required: BA or BS or equivalent work experience.

Work Experience Preferred: Two (2) years in communications and/or marketing. Experience in school is applicable.

Training/Certification Required: Must have a valid Washington State drivers' license. Also must maintain first aid and CPR card certification.

Response Time: Must reside within forty (40) minutes travel time from primary work place.

AUTHORITY DELEGATED TO THE POSITION:

Authority	To Decide & Act	To Recommend	N/A
Establish own work plans and schedules	X	X	
Make method improvements to increase efficiency	X	X	
Establish and/or revise policies and procedures	X	X	
Hire staff		XX	
Promote staff		XX	
Discipline, demote, or terminate an employee		XX	
Make substantial financial/contractual commitment		XX	
Redirect the use of funds within approved budget	As Authorized		
Revise operating policies (day to day)	X	X	
Change the organization structure		XX	

WAGE/HOUR STATUS: XX Exempt (Salaried) _____ Nonexempt (Hourly)
 Type: Administrative

Employee:

Effective Date:

 Signature

Approved:

Effective Date:

 Patricia Botsford-Martin, Executive Director