



Communications Manager Job Description

The Architectural Heritage Center (AHC) is a 501c3 organization located in Portland, OR. Our mission is to empower people to discover and preserve Portland's historic and culturally significant places and to embrace preservation and reuse as a key component in creating equitable, livable, and sustainable communities.

Our key values are:

Stewardship: Ensure that future generations inherit the buildings and spaces that reflect their roots, tell our story, and create a meaningful sense of place.

Inclusion: celebrate and support the full spectrum of Portland's cultural diversity in our work, and in our organization.

Livability: champion the fact that retaining and repurposing existing buildings is the fastest way to create housing without losing the walkability, cultural identity, and grace of our neighborhoods.

Sustainability: promote the essential role of restoration and reuse in our fight to lower carbon emissions and reduce landfill waste. Buildings are our biggest renewable resource!

Our work includes:

- Exhibits on our city's architecture and history.
- Walking tours of our city's historic neighborhoods.
- Talks and workshops related to Portland history, architecture, and appropriate restoration.
- Advocacy with local and state leaders.
- Tools and a Resource Guide for saving historic places.
- Maps to explore Portland's architecture and history.

The AHC operates a vibrant educational center, exhibition gallery, library/archives, and offices in a restored historic building in Portland that the organization owns and maintains.

The Communications Manager develops and implements effective and engaging communications across multiple platforms to articulate the value of preservation, the AHC's unique role in Portland, and to increase public awareness of our impact. Much of the work of the Communications Manager is focused on widening and diversifying our audiences,

supporting fund raising, and ensuring consistent, compelling messaging across our programs and exhibits.

The Communications Manager is responsible for the strategic development, creative design, and sound project management of digital and print communications, including website, social media, and mailers. This position represents the organization to supporters, the general public, and media and helps establish and promote strong working relationships and partnerships with outside groups and organizations.

This position reports to the Executive Director and works closely with a small, integrated team in public programs, fundraising, and operations to promote the range of our organization's work.

Major Responsibilities:

Website:

- Create and manage compelling, engaging content promoting our mission, programs, advocacy, and donor support.
- Ensure ease of navigation and integration with our ticketing systems or surveys.
- Optimize search engine results; collect and analyze reports.

Digital and print communications:

- Create bi-weekly eNewsletters; digital and print postcards and other collateral materials.
- Manage the AHC's brand identity.
- Write press releases, maintain a press list, promote media coverage, and serve as media contact (Executive Director is spokesperson), responding to media inquiries in a timely manner.
- Support the Education Programs Manager with exhibits graphic design and display signage.

Fund development (in support of Fund Development Manager):

- Support organizational fundraising by writing, scheduling, and posting content around specific development initiatives, such as annual fundraising appeals.
- Provide graphics and design support to fund-raising campaigns; manage production and mailing.

General support:

- Utilize our CRM database (NEON), to identify and target audiences for member, sponsorship, and donor initiatives. Work with Operations Manager on CRM management strategies.
- Other duties and responsibilities as requested and assigned.

Job Requirements

- 3-5 years of marketing and communications experience, preferably in a non-profit organization.
- Excellent oral, written, and interpersonal communications skills. Samples of campaigns or media posts will be requested if interviewed.
- Proficiency with Customer Relationship Management (CRM) applications, such as Neon.
- A strong interest in the AHC's mission and areas of focus, including, but not limited to, cultural heritage, history, architecture, and preservation.
- Ability to manage multiple responsibilities, projects, and vendors simultaneously.
- Attention to detail and thoughtfulness in execution of quality work.
- Adaptability and comfort working with a small staff in a collaborative environment.
- Bachelor's degree or equivalent.

Job Conditions

Occasional staffing of evening and Saturday programs and events.

The work environment is a small, busy office, with the option of working from home a portion of the time. The noise level in the work environment is usually low to moderate. While performing the duties of this job, the Communications Manager is regularly required to sit, stand, walk, speak and hear. The position requires extensive computer use. The employee must have sufficient hand dexterity to use a computer keyboard and be capable of reading a computer screen. The employee must occasionally lift and/or move up to 25 pounds. The AHC/BMF is an equal opportunity employer.

The position is currently 25-30 hrs/week, with the potential to become full-time. Benefits include paid holidays, PTO (and health insurance for fulltime employees). Compensation range is \$23-\$26/hour.