



## Fort Worden Hospitality

210 Battery Way  
Port Townsend, WA 98368  
360.344.4400 | fortworden.org

### **JOB ANNOUNCEMENT: MARKETING COORDINATOR**

**Full-time, 30-40 hours per week, FLSA Non-Exempt**

**Starting Salary Range: \$23-\$27 per hour**

**Reports to Director of Operations**

**OUR MISSION:** Fort Worden Hospitality welcomes visitors to a treasured state asset – Fort Worden State Park and Lifelong Learning Center. We connect people to the park’s resources: the lifelong learning center campus, the cultural, educational, artistic, environmental, and recreational programs offered by the park’s partner organizations; the trails, beaches, and historic batteries. We also provide hospitality packages; meeting and events spaces; food service; and lifelong learning programming.

#### **Fort Worden’s Service Philosophy**

- **Cultivate a community** for anyone to feel welcome at Fort Worden.
- **Attention to detail** in every task.
- **Model of integrity** in policy and practice.
- **Proactively work to ensure guests and employees want to return.**

#### **POSITION SUMMARY**

The Marketing Coordinator’s purpose is to communicate objectives, products and services of Fort Worden Hospitality to strategically targeted audiences and key stakeholders. The Marketing Coordinator works in collaborative with multiple teams to support the strategy and execution of marketing communications that informs, engages and inspires Fort Worden Hospitality’s collective audience. This role serves as a key contributor for written and visual communications working closely with leadership to implement a cohesive marketing strategy covering a variety of mediums and platforms.

#### **PRIMARY DUTIES & RESPONSIBILITIES**

- Writes & distributes e-newsletters, social and web communications to include, but not limited to social media, web, guest review platforms, Google, Trip Advisor, Yelp, staff communications, creative content and partner collaborations.
- Maintains a thorough knowledge of Fort Worden and all its grounds, products, and services as well as awareness of other roles and responsibilities throughout the organization to support driving initiatives and promoting our services.
- Work cross-functionally with teams and departments to achieve milestones, maintain related websites and web content, and uphold brand guidelines.
- Represents team member perspectives and proactively anticipates need for communications.
- Manages communication requests and maintains harmonious messaging to ensure consistent, authentic and on-brand style/voice/tone in marketing and advertising initiatives.
- Enthusiastically supports, actively promotes, and demonstrates superior customer service in accordance with department and company standards and programs.
- Maintains image and graphics archive and coordinates with contracted photographers and graphics designers on project basis.
- Assist in tracking, reporting and measurement of marketing programs.

- Attend and participate in staff meetings as required.
- Perform other duties, responsibilities, and special projects as assigned.
- Upholds company mission and values. Adheres to all standards, policies, and procedures.

#### KEY COMPETENCIES

Key competencies include compassionate listening and communication; finding joy in helping people; approaching conflict with curiosity; crafting shared agreements; thriving in a team-oriented environment; being comfortable speaking in groups; practicing service-driven leadership; approaching problem-solving creatively; integrity, honesty, and adaptability.

- Planning and organizing
- Attention to detail
- Problem solving
- Communications
- Integrity

#### QUALIFICATIONS

To perform this job successfully, the individual must have very strong verbal and written communication skills, be able to multi-task and perform all of the major duties described above in an efficient and competent manner. The requirements listed below are representative of the minimum level of knowledge, skill, experience, and ability required:

1. Previous marketing and social media experience required
2. Bachelor or Associates Degree in related field preferred
3. A track record of delivering on business and mission goals in a related industry

#### KNOWLEDGE, SKILLS & ABILITIES

- Proficiency in core Office 365 Suite and experience with Content Management Systems (CMS) and social media platforms
- Experience with Canva or Adobe Suite a plus
- Effective and professional oral and written communication skills
- Able to establish and maintain healthy working relationships with people in the course of work
- Detail-oriented, accurate, thorough, and able to monitor work for quality

#### EEO STATEMENT

Fort Worden Hospitality is an equal opportunity employer without discrimination because of age, sex, color, national origin, marital status, veteran status, sexual orientation, or presence of a disability. Pursuant to the Americans with Disabilities Act, Fort Worden Hospitality will make reasonable accommodation of working conditions or methods in order to perform the duties of the position.