



Application Procedures

TO APPLY, SUBMIT THE FOLLOWING

1.	Cover Letter
2.	Resume
3.	Travel Portland standard application fillable form (3 pages)
4.	Responses to the supplemental questions (fillable form).
5.	AA/EEO Data Record (fillable form)
Note: If you do not include all of these materials, your application will be incomplete and will not be considered.	

SUBMIT YOUR APPLICATION

E-mail - Preferred method. Travel Portland practices sustainability.	jobs@travelportland.com Please include your name (last name, first name) followed by Director of Online Strategy in the subject line of your e-mail. Electronic attachments must be in MS Word or PDF format. We are unable to download zipped files.
Mail	Travel Portland Attention: Jobs 1000 SW Broadway Suite 2300 Portland, OR 97205

Applicants will be notified by e-mail or telephone regarding their status in the selection process. **Please do not call for status.**

DEADLINE

Monday, October 17, 2011

E-mail	5:00 PM
Mail – Postmark	Monday, October 17, 2011



Vision

Through partnership, make the Portland region the best destination possible.

Mission Statement

The mission of Travel Portland is to strengthen the region's economy by marketing the metropolitan Portland region as a preferred destination for meetings, conventions and leisure travel.

Job Title	Director of Online Strategy		
Team/Department	Marketing		
FLSA	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	Revised by	EVP Marketing and Public Relations
Position Status	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time	Revision Date	9/2011
Salary	DOE		

Summary:

Serve as the architect of the digital ecosystems of Travel Portland and the Downtown Marketing Initiative. Ensure that these online efforts – web, mobile, social media and e-newsletters – meet customers' needs and support the organization's sales and marketing goals. Ensure that these various platforms function individually, as well as in concert with each other.

Reasonable Accommodations:

To perform this job successfully, an individual must be able to perform each essential duty and physical demands satisfactorily with or without a reasonable accommodation.

Essential Functions:

- Lead the development and implementation of the organization's digital strategy – web, mobile, social media and e-newsletters – providing direction to internal staff and external contractors.
- Manage the development and maintenance of online properties that provide a cohesive, best-of-breed experience for our customers across multiple channels.
- Oversee, develop, expand and manage all online marketing vehicles.
- Work with all Travel Portland departments and, as assigned, industry partners to support their online marketing needs.
- Supervise the Online Marketing Manager
- Manage, in conjunction with the Online Marketing Manager, the work of external vendors.
- Stay apprised of industry trends, technologies, benchmarks, best practices and legislation; use this knowledge to inform online strategy.
- Monitor and ensure the correct operation of Travelportland.com and related web sites (DowntownPortland.org, PortlandSpoke.com) in order to provide an always-available and consistent experience for customers visiting our online properties. This involves management of external resources and, as appropriate, hands-on performance of specialized technical tasks. (See technical requirements in "Necessary Knowledge, Skills and Abilities.")
- Utilize analytics tools to track and report results of online activities. As needed, adjust strategies based on analytics to maximize performance, navigation, content and look-and-feel.
- Other related duties which may be necessary or desirable to support Travel Portland's success.

Secondary Functions:

- Answer staff and external questions regarding online/online marketing topics, processes and procedures.
- Collaborate with Travel Portland's editor to align the organization's content strategy with online user experience.
- Manage budgets for web development and online marketing.
- Educate external stakeholders and partners regarding opportunities to leverage Travel Portland's online channels and tools and other online marketing initiatives.
- Collaborate, as needed, with Travel Portland's Director of Information Technology.
- Perform administrative tasks such as expense reporting, processing of purchase orders, invoices, managing e-mail, etc.

Supervisory Responsibilities:**Supervisor**

This position functions primarily as a first-line supervisor, ensuring that subordinate staff have clear work direction and guidance. The incumbent is responsible to carry out the full spectrum of supervisory responsibilities in accordance with the agency's policies and applicable laws. Responsibilities include hiring and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

Education and/or Experience; Certificates, Licenses, and Registrations:

- Bachelor's Degree with course work in marketing, computer science, technology management or related field preferred, and
- A minimum of 5 years of experience in a development or web environment (see technical requirements in "Necessary Knowledge, Skills and Abilities"), with an emphasis on strategy and project leadership/project management and 2 years supervisory experience, or
- An equivalent combination of education, experience and training that would provide the knowledge, skills and abilities required for the successful performance of the essential job duties.

Necessary Knowledge, Skills and Abilities:

Knowledge of the current state of and trends in social media marketing and e-mail marketing

Advanced knowledge of HTML, Javascript, CSS

Skilled in managing complex web/online systems, including basic to intermediate knowledge of Linux/Unix server management and Apache web server management

Skilled in professional communication including verbal, written and telephone

Skilled in analytics tools such as Google Analytics and Social Media metrics (such as Facebook Insights) both as a performance reporting tool as well as a basis upon which to make strategic decisions about Travel Portland's online marketing execution.

Knowledge of/experience with the Plone CMS (and the underlying Zope Application Server) strongly desired.

Ability to keeping on top of new technology developments

Ability to break large problems and decisions into constituent components in order to make informed technical and strategic decisions;

Ability to create and track substantial, sometimes complex project and departmental budget

Ability to react quickly to high-priority issues such as technical malfunctions in online channels (i.e. web server outages)

Ability to communicated complex technical issues to non-technical staff and stakeholders

Ability to attend approximately 2-4 conferences per year

Physical Demands / Work Environment:

General office environment: Majority of work is completed in a general office environment with exposure to moderate levels of noise in a well-lit, well-ventilated and moderately paced environment. Continuously required to sit, see and/or respond to visual cues, perform repetitive motions of hands and wrists and read computer screen. Frequently required to hear and/or respond to verbal/audio cues. Occasionally required to stand, walk, or reach with hands and arms.

Travel Portland believes that each employee makes a significant contribution to our overall success. That contribution should not be limited by the assigned responsibilities. Therefore, this Job Description is designed to outline primary duties, qualifications and job scope, but not limit the incumbent or Travel Portland, to just the specific work identified. It is our expectation that each employee will offer his or her services wherever and whenever necessary to ensure the success of our endeavors.