



STATE OF OREGON
POSITION DESCRIPTION

Position Revised Date:
11/24/25

Agency: Oregon Parks & Recreation Department

Facility: Salem Headquarters Communications Unit

☒ New ☐ Revised

This position is:

- ☐ Classified
☒ Unclassified
☐ Executive Service
☒ Mgmt. Svc – Supervisory
☐ Mgmt. Svc – Managerial
☐ Mgmt. Svc - Confidential

SECTION 1. POSITION INFORMATION

a. Classification Title: <u>Communications Manager 2</u>	b. Classification No: <u>X7664</u>
c. Working Title: <u>Communications Manager</u>	d. PPDB No/WD ID: <u>4771116/ 000000103748</u>
e. Section Title: <u>Communications</u>	f. Agency No: <u>63400</u>
g. Employee Name: <u>Vacant</u>	h. Budget Auth No: <u>001362530</u>
i. Supervisor Name: <u>Katie Guthier</u>	j. Repr. Code: <u>MMS</u>
k. Work Location (City – County): <u>Salem – Marion</u>	

l. Position:	<input checked="" type="checkbox"/> Permanent	<input type="checkbox"/> Seasonal	<input type="checkbox"/> Limited Duration	<input type="checkbox"/> Academic Year
	<input checked="" type="checkbox"/> Full-Time	<input type="checkbox"/> Part-Time	<input type="checkbox"/> Intermittent	<input type="checkbox"/> Job Share
m. FLSA:	<input checked="" type="checkbox"/> Exempt	If Exempt:	<input checked="" type="checkbox"/> Executive/Supervisory	n. Eligible for Overtime:
	<input type="checkbox"/> Non-Exempt		<input type="checkbox"/> Administrative	
			<input type="checkbox"/> Professional	<input checked="" type="checkbox"/> No
			<input type="checkbox"/> Computer	

SECTION 2. PROGRAM AND POSITION INFORMATION

a. Describe the program in which this position exists. Include program purpose, who's affected, size, and scope. Include relationship to agency mission.

Oregon Parks and Recreation Department (OPRD) fulfills its mission to *“Provide and protect outstanding natural, scenic, cultural, historic and recreational sites for the enjoyment and education of present and future generations”* by operating a system of State Parks Recreation, Historic and Natural Areas; by managing special programs including Scenic Rivers, Recreation Trails, Historic Preservation, and Ocean Shores; and by providing assistance to local governments for recreation and heritage conservation. OPRD serves more than 45 million visitors per year through a State Parks Recreation system of more than 250 park areas statewide. OPRD does this through its vision of *“Taking the long view to protect Oregon’s special places and provide the greatest experience while creating stable future funding”*. OPRD upholds its mission and vision through the following operating principles: *Accountability, Commitment, Empathy, Empowerment, Fun, Integrity, Respect and Well Being*. The agency’s current approved budget information can be found at www.oregon.gov/oprd under *Budget & Facts*.

The Communications unit is responsible for internal and external communication for the Agency, which includes the OPRD website www.oregonstateparks.org, branding, marketing and recreational research. The Communication's section biennial budget is approximately \$6.3 million.

b. Describe the primary purpose of this position, and how it functions within this program. Complete this statement. The primary purpose of this position is to:

Lead and execute a comprehensive strategic communications strategy that supports Oregon Parks and Recreation Department's mission, enhance public engagement, and ensure consistent brand representation. Oversees staff responsible for internal and external communication including brand management, merchandise, marketing, graphic design, public information, media relations, social media, signage coordination, and general communications efforts. Manage a creative and strategic team, ensuring high-quality, timely, and impactful messaging across all platforms.

Oversees and coordinates all aspects of the organization's communications strategy, ensuring consistent brand messaging across internal and external platforms. Leads a multidisciplinary team responsible for marketing, design, public information, and digital engagement. Collaborate with agency leadership, other managers, and community partners to manage, develop, and administer strategies and activities that communicate the agency's mission, strategic priorities, goals, ongoing operations, services, and programs to diverse internal and external community partners.

Interacts frequently with the public and reviews and evaluates information from the public and specific user groups and other stakeholders, and based on this information, determines strategic improvement plans and implements changes.

SECTION 3. DESCRIPTION OF DUTIES

List the major duties of the position. State the percentage of time for each duty. Mark "N" for new duties, "R" for revised duties or "NC" for no change in duties. Indicate whether the duty is an "Essential" (E) or "Non-Essential" (NE) function.

% of Time	N/R/NC	E/NE	DUTIES
50%	N	E	Program Leadership & Strategic Communications Management <ul style="list-style-type: none"> Plan, direct, and evaluate the agency's communications program to ensure alignment with established goals, statutory requirements, and statewide priorities. Provide strategic leadership in developing and implementing internal and external communication strategies for complex or high-visibility agency initiatives. Coordinate communication strategies with executive leadership, program managers, federal partners, state and local governments, tribal governments, and community organizations. Develop and maintain standards, guidelines, and procedures to ensure consistent, accurate, and accessible public information aligned with statewide policies and agency objectives. Interpret and apply relevant laws, rules, policies, and procedures; recommend and draft new policies or changes to respond to emerging issues or program needs.

Note: If additional rows of the below table are needed, place cursor at end of a row (outside table) and hit "Enter".

			<p>Public Information and Media Relations</p> <ul style="list-style-type: none"> • Serve as a primary point of contact for media inquiries and public information requests; provide clear, accurate, and timely information to the public and stakeholders. • Lead crisis communication and emergency public information activities, including development and dissemination of urgent messaging in coordination with established protocols. • Prepare and review press releases, talking points, media advisories, and official statements; ensure content complies with agency standards, statutory and enterprise requirements. • Establish and maintain effective working relationships with media representatives, community partners, advocacy groups, and governmental stakeholders. <p>Internal Communications & Organizational Engagement</p> <ul style="list-style-type: none"> • Direct the development and distribution of internal communications, including newsletters, announcements, and employee engagement materials. • Support agency leadership in communicating organizational changes, strategic goals, and program priorities to the workforce. • Promote a culture of transparency, equity, and inclusion by ensuring internal communication practices—and the media and formats used for distribution meet accessibility requirements and support employee awareness, engagement, and trust. <p>Program Administration, Operations & Continuous Improvement</p> <ul style="list-style-type: none"> • Evaluate communication workflows, business processes, and systems; implement improvements to enhance operational effectiveness, accountability, and quality assurance. • Oversee the design, production, and distribution of communication materials across digital, print, social media, and web-based platforms. • Ensure agency branding and messaging are consistent and aligned with statewide communication standards and strategies. <p>Supervision & Project Management</p> <ul style="list-style-type: none"> • Supervise communications staff and contractors, including assigning work, evaluating performance, providing coaching, and supporting professional development. • Manage multiple concurrent communication projects, establish timelines and priorities, and ensure deliverables meet quality, accessibility, and legal requirements. • Delegate assignments appropriately and monitor progress to ensure work is completed efficiently and in alignment with agency goals.
35%	N	E	<p>Creative Services Management</p> <p>Brand Management & Creative Direction</p> <ul style="list-style-type: none"> • Oversee the agency's brand identity program, ensuring

			<p>consistent application of brand standards, tone, visuals, and messaging across all internal and external communication materials.</p> <ul style="list-style-type: none"> • Maintain and evolve brand guidelines in alignment with agency goals, statewide communication standards, and accessibility requirements. • Provide direction and quality control for graphic design, visual content, and multimedia materials to ensure accuracy, accessibility, and alignment with agency branding. • Coordinate with internal programs and external vendors for design, production, and distribution of communication materials, including print products, digital assets, and signage. <p>Marketing & Outreach Strategy</p> <ul style="list-style-type: none"> • Plan, develop, and evaluate marketing and promotional campaigns to support agency programs, services, and initiatives. • Analyze audience insights, engagement data, and market trends to inform and improve outreach strategies. • Collaborate with program staff and leadership to identify promotional needs and integrate marketing strategies that advance agency priorities. • Oversee the creation and dissemination of content across social media and digital platforms; monitor engagement and adjust strategies to improve reach and effectiveness. • Ensure timely and responsive communication with online audiences in coordination with agency communication protocols. <p>Visual Communication & Signage Program Management</p> <ul style="list-style-type: none"> • Direct the design, production, and placement of internal and external signage, ensuring compliance with brand standards, accessibility requirements, and state facility guidelines. • Coordinate with facilities teams, program areas, and external contractors to assess signage needs and deliver high-quality, on-brand visual solutions. • Manage vendor relationships related to printing, fabrication, and other creative services to ensure timely, accurate, and cost-effective production. <p>Workflow Oversight</p> <ul style="list-style-type: none"> • Establish and maintain processes that support efficient production of creative materials and ensure adherence to agency standards and deadlines.
10%	N	E	<p>Budgeting and Staff Development</p> <ul style="list-style-type: none"> • Conduct performance evaluations, provide ongoing coaching, and support the professional development of staff to ensure effective performance and career growth. • Collaborate with section leadership to develop the unit budget; implement, monitor, and adjust work plans and resource allocations to meet section goals and performance measures. • Monitor expenditures and track performance against the

			approved budget to ensure compliance with fiscal policies, effective use of resources, and achievement of program objectives.
5%	N	E	Other Duties and Expectations <ul style="list-style-type: none"> • Demonstrate effective teamwork by proactively assisting coworkers, supervisors, and agency partners in advancing organizational priorities. • Build and maintain constructive working relationships with regions, districts, program areas, and agency leadership through active participation in collaborative projects. • Support efficient and effective operations by identifying issues, contributing to solutions, and engaging in constructive problem-solving.
100%			

SECTION 4. WORKING CONDITIONS

Describe any on-going working conditions. Include any physical, sensory, and environmental demands. State the frequency of exposure to these conditions.

Work is performed primarily in a hybrid/remote setting. May work in, on and around buildings, facilities and grounds, inside and outside in all weather conditions. Needs adequate vision and hearing, manual dexterity, communication and motor skills to perform the duties of the position, including emergency response. Drives a variety of motorized vehicles. May sit or stand for long periods of time. May travel overnight to other parks, headquarters, or other agency facilities for training and meetings. May be exposed to environmental and chemical hazards, allergens, and odors standard to area of assignment, such as high noise, chemicals, and fumes requiring safety controls. May be exposed to hostile and offensive language and actions from the public.

Uses appropriate safety and personal protective equipment and follows established safety policies, practices and procedures. Perform duties of position with or without reasonable accommodation. OPRD is committed to diversity. Diversity efforts reinforce respectful treatment of others in the workplace. These efforts focus on identifying ways to work better together, reducing conflict by increasing understanding, improving collaboration, fostering teamwork, and increasing productivity and quality services delivered by OPRD.

This position is responsible for promoting and fostering a diverse and discrimination/harassment free workplace; establish and maintain professional and collaborative working relationships with all contacts; contribute to a positive, respectful and productive work environment. Working in a team-oriented environment requires participative decision making and cooperative interactions among staff and management. This includes maintaining regular and punctual attendance, performing all duties in a safe manner and complying with all policies and procedures.

SECTION 5. GUIDELINES

a. List any established guidelines used in this position, such as state or federal laws or regulations, policies, manuals, or desk procedures.

Oregon Administrative Rules, Oregon Revised Statutes, Oregon Public Employees Union contract (SEIU/AEE), OPRD Policies and Procedure Manual, DAS Human Resource Policies, State and Federal Personnel Laws, Affirmative Action Plan, OPRD Hiring Guide, State Purchasing and Contracting Rules.

b. How are these guidelines used?

To explain the state and federal requirements, assure compliance with applicable laws, rules, policies and procedures pertaining to state government, proper management and ethical actions and appropriate use of state resources.

SECTION 6. WORK CONTACTS

With whom, outside of co-workers in this work unit, must the employee in this position regularly come in contact?

Who Contacted	How	Purpose	How Often?
Note: If additional rows of the below table are needed, place curser at end of a row (outside table) and hit "Enter".			
OPRD Staff	In person, virtual, email, phone	Coordinate communication projects, improve services	Daily
Contractors	In person, virtual, email, phone	Direct work	Weekly, or as needed
Public	Email, phone	Answer questions, take feedback on communication services	Weekly

SECTION 7. POSITION RELATED DECISION MAKING

Describe the typical decisions of this position. Explain the direct effect of these decisions.

Both strategic communications and marketing advance OPRD image, create goodwill, promote a consistent message, foster accurate impressions of OPRD's role in the state and, ultimately, generate revenue and have a direct effect on opinions held by members of the public and elected officials. The advice and plans derived from this position affect budget expenditures, project specs and timing. This position significantly impacts on the public image of the agency.

SECTION 8. REVIEW OF WORK

Who reviews the work of the position?

Classification Title	Position Number	How	How Often	Purpose of Review
Note: If additional rows of the below table are needed, place curser at end of a row (outside table) and hit "Enter".				
New GR/Comms	4771116	In person, virtual, email, in writing.	Ongoing as needed (informally) and quarterly (formally).	Areas for opportunities and improvement, reinforce successes, more fully achieve agency and division goals.

SECTION 9. OVERSIGHT FUNCTIONS

THIS SECTION IS FOR SUPERVISORY POSITIONS ONLY

- a. How many employees are directly supervised by this position? 7
How many employees are supervised through a subordinate supervisor? 0
- b. Which of the following activities does this position do?
- | | |
|--|---|
| <input checked="" type="checkbox"/> Plan work | <input checked="" type="checkbox"/> Coordinates schedules |
| <input checked="" type="checkbox"/> Assigns work | <input checked="" type="checkbox"/> Hires and discharges |
| <input checked="" type="checkbox"/> Approves work | <input checked="" type="checkbox"/> Recommends hiring |
| <input checked="" type="checkbox"/> Responds to grievances | <input checked="" type="checkbox"/> Gives input for performance evaluations |

SECTION 10. ADDITIONAL POSITION-RELATED INFORMATION

ADDITIONAL REQUIREMENTS: List any knowledge and skills needed at time of hire that are not already required in the classification specification:

SPECIAL REQUIREMENTS – OFFICE POSITIONS

Must meet the following special requirements:

- Strong knowledge of marketing and communication, trends and issues, media and strategic planning. Strong knowledge of market research methodologies and experience in research analysis. Excellent presentation skills including presentation software.
- Have a criminal history background check that meets OPRD criteria
- Have a driving record that meets OPRD standards and possess a valid driver's license at time of hire and throughout employment
- Comply with and adhere to applicable federal, state, local, and agency rules, laws, standards, procedures, and policies.
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The person in this position must have:

- Ability to align communication plans with long-term organizational goals.
- Expertise in developing comprehensive, multi-channel strategies.
- Deep understanding of brand identity and consistency across platforms.
- Skill in counseling leadership on messaging, tone, and public positioning.
- Ability to work across departments to unify messaging and strategy.
- Proficient in crafting messaging that supports organizational transitions.
- Ability to tailor communication strategies based on stakeholder insights.
- Capable of guiding communication during crises or high-stakes moments.
- Inspires teams and stakeholders with clear, forward-looking communication goals.
- Understands how communication intersects with organizational policies and public accountability.

BUDGET AUTHORITY: If this position has authority to commit agency operating money, indicate the following:

Operating Area	Biennial Amount (\$00000.00)	Fund Type
Note: If additional rows of the below table are needed, place curser at end of a row (outside table) and hit "Enter".		
Communications Unit	5.4M	OF/LF

SECTION 11. ORGANIZATIONAL CHART