



Marketing Specialist - Part-Time

Northwest Special Recreation Association

Contact Name: Darleen Negrillo

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Closing Date: 2024-04-19

Salary: \$18.63 – 21.50 an hour

Description:

Northwest Special Recreation Association (NWSRA) enriches the lives of children and adults with disabilities through a partnership with 17 Park Districts located within the northwest suburbs of Chicago. NWSRA provides outstanding recreation opportunities for people with disabilities within our partner Park Districts through weekly programs, adult day programs (PURSUIT), special events, day camps and inclusion in Park District programs. NWSRA is a park district that serves people with disabilities.

Job Purpose: As Marketing Specialist at NWSRA you will be part of the marketing and communications department. The Marketing Specialist will work under the Superintendent of Marketing & Communications and assist with a wide range of marketing responsibilities. In this role you will create meaningful content that will assist Northwest Special Recreation Association (NWSRA) and Special Leisure Services Foundation (SLSF) in the promotion of the programs and services they provide.

Marketing Responsibilities include but not limited to:

- Assist with the development of graphics for print and digital campaigns.
- Complete updates to flyers and brochures when needed.
- Assist with capturing photos at programs and events to utilize for marketing purposes.
- Develop/update infographics to support agency reporting.
- Assist the marketing team with other responsibilities to elevate the promotion of NWSRA and SLSF.

Digital Marketing Responsibilities include but not limited to:

- Create social media and email marketing campaigns to support marketing efforts.
- Effectively utilize social media ads to increase reach and promotion of events.
- Coordinate/ produce short videos for TikTok and other social media channels.
- Assist with website development and updates.
- Research current and emerging digital marketing trends to ensure NWSRA and SLSF content is on the leading edge.

- Actively monitor social media to ensure comments are responded to/ directed to the appropriate staff member in a timely manner.

Qualifications: High school diploma or equivalent required, with Two years of marketing experience. Thorough understanding of basic design skills (Adobe Creative Cloud/Canva), basic video editing skills and email marketing experience (Constant Contact Preferred). Excellent organizational skills and attention to detail. Excellent written and verbal communication skills. Ability to follow verbal and written instructions. Have a creative mindset and willingness to be a team player.

Scheduling: This is a part-time non-exempt position. Weekly schedule is 20 hours a week.