



## **Marketing Assistant - Part Time IMRF**

### **Elk Grove Park District**

**Contact Name:** Christy King  
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**Contact Phone:** 8472283504  
**Closing Date:**  
**Salary:** \$17.50 - \$18.50

#### **Description:**

For more information and to apply please visit our website at:  
<https://www.elkgrovecparks.org/employment-careers-jobs>

Hours - Flexible hours up to 28 per week M-F between 8:30am – 5:00pm and required occasional evenings and weekends to photograph classes or events.

#### **JOB SUMMARY**

Under the direct supervision of the Marketing and Communications Manager the Marketing Assistant will be responsible for content creation, distribution and general duties to support the operations of the Marketing department..

#### **ESSENTIAL JOB FUNCTIONS**

Create engaging print and digital promotional pieces for utilization across the District.

Assist in photography and videography at District events, facilities, and programs in the evenings and on weekends.

Display promotional pieces at various Park District facilities, local businesses and government agencies.

Schedule Park District signs to be displayed at various parks.

Ability to design advertisements, postcards, flyers, newsletters, trifold, business cards, banners, posters, signs, etc. to promote park district programs and events.

Work with online and local print companies to minimize expenses.

Adhere to brand identity guidelines.

Communicate with members in other departments to understand the scope of projects.

Assist in file preparation for District websites and video display screens.

Work closely with the Digital Marketing Manager to assist with content creation for social media and other digital marketing needs.

Be familiar with the safe operation of any equipment necessary in accomplishing required tasks.

Provide support to the Marketing Manager on special projects as assigned.

Performs the job safely and in compliance with district policies, procedures, work and safety rules.

Coordinates numerous projects at once while adhering to project deadlines.

#### OTHER JOB FUNCTIONS

Perform special projects and/or other duties as assigned by the Marketing and Communications Manager.

Manage the postal account to ensure that there are sufficient funds for direct mail projects.

Organize and label all banners and signage and keep a log for department reference.

#### MINIMUM QUALIFICATIONS

General design and printing experience.

Must be able to manage multiple tasks simultaneously, recognize priorities, and meet deadlines.

Ability to work with minimal supervision and to produce accurate work in a timely manner.

Strong communication and organizational skills.

Ability to work independently and in a team environment.

Ability to work with external vendors, such as printers, contract graphic artists, mail houses, etc.

Good knowledge of pertinent safety precautions.

Ability to maintain positive and effective working relationships with other employees.

#### EDUCATION AND EXPERIENCE

Associate's Degree in graphic design or related field or equivalent work experience.

Graphic design experience in print communications.

Extensive knowledge of Adobe InDesign, Adobe Photoshop, Adobe Illustrator.

Working knowledge of Constant Contact or other email service, HTML and CSS a plus.

Working knowledge of printing terms and processes.

Working knowledge of Google Office Suite.

Prior catalog layout experience.