



## **Marketing Brand Manager - Winnetka Park District, IL**

Winnetka Park District

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**Closing Date:**

**Salary:** \$75,000 - \$89,900 +/- DOQ

### **Description:**

#### **THE OPPORTUNITY**

The Winnetka Park District ("Park District") seeks an experienced Marketing and Brand Manager, who works under the direction of the Executive Director. This position is expected to provide a high level of pro-active leadership and direction to the agency's marketing plans and brand management efforts. The Marketing Brand Manager also is to monitor demographics trends and implement best practice marketing strategies to achieve positive and measurable marketing results. In addition, the position oversees and manages the marketing team to include two (2) colleagues and an Events/Program Marketing Intern.

#### **ABOUT THE WINNETKA PARK DISTRICT**

The Park District was established in 1904 as a local unit of government, becoming one of the first park districts created in Illinois. The first board of commissioners was made up of five members who governed the Park District and completed most of the day-to-day work necessary to operate it. Today, a seven-member board governs the Park District. These individuals are elected by the Park District's residents and serve staggered four-year terms without compensation. The Human Resources Manager is appointed by and reports to the Park District's Executive Director. The Park District serves more than 14,500 residents in Winnetka and portions of Northfield, Glencoe, Kenilworth, and unincorporated areas. The Park District operates the A.C. Nielsen Tennis Center, Winnetka Golf Club and driving range, Skokie Playfield Complex, Winnetka Ice Arena, Winnetka Platform Tennis, the Green Bay Trail, a boat launch, three swimming beaches and a dog beach, and numerous park sites. Recreation programs include athletics, outdoor nature programs, one-day workshops, day camps, birthday party services, and special events. The Park District provides a full range of year-round recreation programs, including athletics, fitness programs, education programs, summer camps, and special events.

#### **CANDIDATE PROFILE:**

- Essential Duties and Responsibilities (include, but are not limited to):
- Research, analyze and best determine how to apply existing and new demographics data to the overall marketing plan and specific campaigns.
- Utilize data from all marketing efforts to inform agency-wide decision making and identify changing

needs and interests of the community.

- Oversee implementation of overall agency, and facility/program specific marketing plans/campaigns and initiatives through collaboration with program and facility staff.
- Provide staff with the necessary education, guidance, and support to utilize communications/marketing tools to its fullest and maximize positive outcomes. Meet regularly with staff for collective input.
- Develop and oversee consistent and improved brand management for the entire agency.
- Ensure consistent, high quality, engaging messaging both internally and externally.
- Develop and implement impactful designed and effective promotional materials comprehensive in the scope of internal and external marketing strategies.
- Oversee the Park District website and supplemental pages to ensure brand consistency.
- Prepare comprehensive media relations program including press releases, photo opportunities, feature articles, videos, and advertising initiatives related to programs, facilities, and events.
- Manage staff for and implement “day of event” marketing booths at selected Park District and community special events.
- Site administrator for website and all social media sites. Provide training and oversight for facility social media sites. Maintain the Park District’s Facebook and Twitter accounts.
- Coordinate website functionality with RecTrac and WebTrac platforms to promote ease of use and a positive user experience.
- Provide marketing assistance to Winnetka Parks Foundation to support brand, website, and social media efforts.
- Work collaboratively with local community organizations, business, and governmental entities to benefit the Park District community.
- Participate in strategic planning process to support marketing and brand growth related to changing technology, demographics, and agency needs.

## COMPENSATION AND BENEFITS

This is a Full-Time Exempt position. The Park District offers a competitive compensation with a salary range of \$75,000 - \$89,900 based on qualifications and experience. This agency offers a benefit package which includes medical, dental, vision, life insurance, 457 plan(s), IMRF Pension, tuition reimbursement, vacation, holidays, sick time, and personal days. When needed, the position is expected to work nights and weekends for programs and special events and participate or present at Park District board meetings. The Park District is open to discussing a hybrid work schedule.

## HOW TO APPLY

Position is Open Until Filled, with the review of initial applications beginning with those received on or before December 16, 2022. Interested professionals should submit a resume, cover letter and contact information for five (5) professional references by applying online at [www.GovHRjobs.com](http://www.GovHRjobs.com) Electronic submissions are required. Questions about the position may be directed to Heidi Voorhees at [HVoorhees@govhrusa.com](mailto:HVoorhees@govhrusa.com).