



Superintendent of Marketing & Communications Itasca Park District

Contact Name: Maryfran Leno

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Closing Date:

Salary: \$72,000-\$85,000 Hiring Range

Description:

Job Title: Superintendent of Marketing & Communications

FLSA Classification: Full-time, Exempt

Employee Benefit Status: Level 1

Department: Administration

Immediate Supervisor: Executive Director

Submit cover letter, resume and Park District application (found on website) via mail: Itasca Park District, c/o Maryfran H. Leno, Executive Director, 350 E Irving Park Road, Itasca, IL 60143 or maryfran@itascaparkdistrict.com. Please apply ASAP, as interviews will occur as resumes are obtained. www.itascaparkdistrict.com. A complete job description is available upon request.

Itasca is a 9,200 resident community, west of Chicago. It is governed by a 5 member Board of Commissioners and employs 14 Full -Time and over 250 Part-Time Employees, with a \$5.8M budget. The District is a 3X Gold Medal Award Winning Agency and boasts 144 acres of parks, 8 playgrounds, nature center, bird sanctuary, athletic fields, waterpark, museum and 40,000 sqft, Recreation & Fitness Center. Annually, 76,300 participate in programs and events; 300,000 visit parks; and 370,000 visit the Recreation Center.

The District is committed to the future by being innovative, proactive and evolving; while remaining inspired by the communities' past. This is reflected in district led projects; including, redevelopment of the Ray Franzen Bird Sanctuary; preservation and restoration of the oldest publicly owned building in the community....The Itasca Train Depot; and the most recent \$4M Itasca Waterpark Redevelopment - 2021. The district is a leader among local taxing bodies, businesses and community groups; looked to for creative ways to work together for the benefit of the community. Through over 20 intergovernmental agreements and 50 public-private partnerships/sponsorship, the District has provided the community cost and energy savings, improved quality of life and wellness, and improved access to all.

POSITION: The District is looking to find someone who is innovative, creative, dynamic, willing to learn at a fast pace! You do not need years of experience, nor be an expert in any given area, just a dedication to parks & recreation, and having fun. The Superintendent of Marketing & Communications is responsible for the administration of the promotion, sponsorships, public relations, public

information and marketing of the Park District's programs, services, facilities, special events and public and private business partners to the Itasca and surrounding communities. It is a specialty position, which works under the direction of the Executive Director. The Superintendent of Marketing & Communications is a full-time salaried employee. Flexible work hours are a minimum of 40 hours a week, with some remote work flexibility as well. General work hours take place Monday through Friday, with some evening and weekend hours due to the nature of the meetings and programs.

ESSENTIAL DUTIES:

- Develops and coordinates distribution of all routine communications/marketing materials for the Park District.
- Manages and maintains the Park District web site, social media platforms, On-Hold Marketing, Sign Board Requests, etc.
- Works with staff, designer and printer to produce the 3 seasonal program guides and highlights.
- Writes news releases and maintains contact with print and broadcast media.
- Active member of the local Chamber of Commerce Agencies.
- Analyzes the marketing needs of the District, departments, facilities, and /or programs.
- Plans and develops market research objectives and conducts market research.
- Identifies and pursues opportunities for public and private business partnerships and alternative means of revenue.
- Identifies, develops and implements sponsorship programs.
- Develops, catalogs and maintains an up-to-date logos, photo, video library for use by District staff.
- Photographs and videotapes District programs, activities, meetings, special events, construction projects and trainings.
- Prepares bid specification and solicits quotes for the graphic design and printing of the program guide.
- Participates actively in the Communications and Marketing Section of IPRA.
- Prepares annual budget projections and monitors revenue and expenses for applicable areas of responsibility.
- Establishes good working relationships with patrons, the community and the general public.
- Prepares and/or directs the preparation of board summaries, monthly reports and periodic and special reports.
- Performs the job safely and in compliance with District policies, procedures, work and safety rules.
- Assists with Special Events, Special Projects and other areas deemed necessary by the Executive Director.