



## Marketing & Digital Communications Manager

### Fox Valley Park District

**Contact Name:** To apply please complete an online employment application on our website:

[www.foxvalleyparkdistrict.org](http://www.foxvalleyparkdistrict.org);

<https://foxvalleyparkdistrictilemployees.munisselfservice.com/employmentopportunities/default.aspx>

**Contact E-mail:** PLEASE INCLUDE RESUME AND COVER LETTER

**Contact Phone:**

**Closing Date:** 2023-10-13

**Salary:** 59,000+ Depending on qualifications

#### **Description:**

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The Fox Valley Park District is a dynamic and growing park district that serves a diverse population of more than 236,000 people. Recognized as an Illinois Distinguished Agency, Fox Valley holds the nation's highest honor as a National Gold Medal Award winner for excellence in park and recreation management. Serving the communities of Aurora, Montgomery and North Aurora, the District maintains 171 parks and 48 miles of interconnected regional trails amid 2,500 acres of parkland. Sharing the shores of the Fox River, our communities are united by the district's commitment to promote vibrant, healthy lifestyles through fun and safe recreation opportunities that are environmentally and fiscally responsible. The Fox Valley Park District &hellip; Where Fun Begins!

The Fox Valley Park District is an Equal Opportunity Employer.

**Qualifications:** A bachelors degree in Marketing or a closely related field with five to seven years experience in a related field is required; or equivalent combination of education and experience. Must have excellent organizational and project management skills and exhibit strong attention to detail. Leadership with strong facilitation/presentation skills required. Proficiency in Adobe Creative Suite (InDesign, Photoshop and Illustrator, Premiere Pro) and Microsoft Office in PC environment is required. Web design experience considered an asset. Must have a valid Illinois Drivers License and be able to provide own transportation

**Duties:** Under the direction and supervision of the Director of Marketing and Communications, the Marketing & Digital Communications manager is a catalyst for the creation of content, marketing plans and digital initiatives for the District. This includes websites, social media, e-mail automation,

PR and media activities, sales collateral and advertising. This position will be responsible for developing analytics and measurables around marketing efforts. Specific duties include maintenance of websites, social media content development, SEO and keyword plans, district-wide facility messaging, and e-mail campaigns. Utilize public relations techniques to elevate District profile with internal and external constituents. Assist in the creation of marketing plans for daily fee and revenue facilities. Collaborate on graphic design and print production. Provide a professional marketing presence and promote the district at select events.