



Marketing Specialist

Park District of La Grange

Contact Name: Kevin Miller

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Contact Phone: 708-352-1762

Closing Date:

Salary: \$50,000-\$60,000 DOQ

Description:

TO APPLY: Interested applicants should email Kevin Miller their Cover Letter and Resume at kevinmiller@pdlg.org

SCHEDULING & BENEFITS: This is a full-time, in-person, exempt (salary) position. Typical hours are Monday-Friday 9:00am-5:00pm with evening and weekend hours required, as determined by the Director of Recreation.

We offer a generous benefits package that includes Medical Coverage (PPO or HMO), Dental Coverage, Vision Insurance, Hearing Coverage, Life Insurance, Voluntary Life Insurance, Pension Benefit Plan (IMRF), Paid Holidays, Personal Days, Accrued Vacation and Sick Time, FREE La Grange Fitness Membership, Discounted Programs and Rentals, Professional Development and Paid Membership Dues.

GENERAL PURPOSE:

The Marketing Specialist is responsible for the development and management of all park district social media platforms, sponsorship opportunities, development of specified promotional materials, press releases, banners, signs, and postcards. The employee follows the overall goals and objectives determined by the Director of Recreation – activities, services, policies and procedures are to be followed as prescribed by the Executive Director upon policy approval by the Board of Directors, but with a great deal of autonomy. The employee is also evaluated in terms of marketing materials and campaigns, personnel management, fiscal administration, quality of customer service, the ability to set and meet the financial budget.

QUALIFICATIONS:

A Bachelor's Degree in a Marketing, Advertising, Public Relations or closely related field preferred. Two years' experience in marketing, public relations, social media, advertising or related field, or any equivalent combination of education, experience and training which provides the required knowledge, writing skills and abilities. Must have good oral and written communication skills. Certified in CPR and First Aid is required within first 90 days of hire. Should have a valid Illinois Driver's License. Must be proficient at basic computer word processing software. Must have experience in Adobe, Photoshop,

InDesign, Adobe Illustrator or equivalent software.

ESSENTIAL DUTIES:

Develops, coordinates and maintains all park district marketing, social media platforms and campaigns, advertising materials such as banners, signs, postcards, and the district sponsorship program and campaigns. Should have general knowledge website maintenance and ability to update district website

MARKETING:

- Coordinate marketing and promotional efforts via social media of all departments while establishing and maintaining cooperative working relations with all district staff.
- Develop in conjunction with the Director of Recreation, department heads and other staff, a marketing plan for the park district with an all-inclusive emphasis on promoting programs and facilities such as La Grange Fitness, PDLG Recreation Center, Community Center, special events, and various PDLG public education campaigns and funding opportunities.
- Maintain and enhance the district's photo library of activities, special events, programs, parks and facilities. This includes attending special events and programs, as assigned, to take photos.
- Meet regularly with the Director of Recreation, recreation staff and appropriate department heads to develop timetables for specific projects and discuss progress with ongoing projects.
- As assigned, will serve as park district representative/liaison at various community events and meetings.
- Coordinate and distribute press releases to assigned media outlets.
- Develop, maintain and coordinate new and existing sponsorships/donations, in collaboration with the Recreation staff, for Park District of La Grange events and programs, as well as assist with La Grange Endless Summerfest marketing sub-committee.
- Seek paid advertisers for different park district publications.
- Ability to become medic first aid/CPR/AED certified by PDLG staff.
- Makes long-range recommendations for facility improvements and/or replacements.
- Evaluates the effectiveness of all marketing services under his/her authority and makes recommendations for modifications of services to the Director of Recreation.
- Prepares and/ or directs the preparation of board summaries, monthly, quarterly and periodic special reports, as required by the Superintendent of Recreation.
- Provides appropriate information on District program guides, marketing, etc.
- Seeks, interprets, and implements input from the public.
- Maintains required records.
- Ability to update and post notices, publications, etc. on district website.
- Act as PDLG representative at assigned community events and work PDLG booth

PERSONNEL MANAGEMENT:

- Collaborate and coordinate with District staff on a seasonal marketing plan.
- Collaborate and coordinate with Recreation, Fitness, Facility and Park's departments on social media and digital campaigns.
- Ensure compliance with the Fair Labor Standards Act and all other district human resource policies, procedures, and regulations. Any unusual or unprecedented human resource or personnel occurrence or situation is quickly brought to the attention of the Superintendent of Recreation, ensuring that all proper documentation is followed as prescribed by the district's policies.

FISCAL MANAGEMENT:

- Develops marketing plans with supporting data for inclusion in the overall district budget formulated at a higher level of the organization.
- Monitors the financial matters of the district's marketing efforts. Researches, develops, reviews, and analyzes the budget for the marketing materials and presents it annually to the Director of

Recreation for consideration, discussion, and approval. Monitors and regularly reports on budget progress throughout the year.

- Assists in the development of long-range planning, goals and program forecasts. Responsible for the quarterly reports and budget analysis, and constantly reviews and monitors the budget and takes appropriate action to ensure that variances stay within budget guidelines.
- Solicits sponsorships.
- Process monthly vendor bills and receipts.

CUSTOMER SERVICE:

- Engage with the community and patrons served.
- Continually evaluate the effectiveness of the marketing and sponsorship programs, policies, and procedures from the standpoint of customer and participant response. In light of these findings, makes recommendations to the Director of Recreation as appropriate to improve the recreation department's effectiveness and efficiency.
- Ensure a high-quality customer service experience.
- Responsible for maintaining positive working relationships with customers, coworkers, district staff, the Superintendent of Recreation, and the Executive Director.
- Maintains positive public relations and ensures excellent customer service.

OTHER DUTIES & RESPONSIBILITIES:

- Serve on committees, sub-committees and focus groups as assigned by the Director of Recreation.
- Attend professional conferences, trainings and workshops to further develop knowledge in related areas of responsibility, as assigned.
- Appropriately resolve concerns, problems, and emergencies that arise.
- Perform other duties and special projects as assigned.
- Assist with emergency procedures and facility evacuations.