



Communications & Marketing Coordinator

Hoffman Estates Park District

Contact Name: Kimberly Engler

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Closing Date:

Salary: \$55,000 to \$65,000 DOQ

Description:

The Hoffman Estates Park District (HEParks), a multi award-winning park district, recently earned the Class IV Gold Medal at this year's NRPA conference and secured its third NRPA CAPRA accreditation. In the previous year, we achieved our fifth IAPD/IPRA accreditation and our ninth GFOA Award for Excellence in Financial Reporting. We stand unparalleled in the state of Illinois with both overall state and national accreditations combined with gold medal awards.

HEParks represents a dynamic community with over 50,000 residents, boasting 900 acres of open space, and more than 80 parks. Among our amenities are two recreation centers, a two-sheet ice arena, an 18-hole golf course with a TopTracer facility, and a remarkable 100,000+ sq ft fitness center (the Club). We take pride in offering the very best in park district services and facilities.

We are seeking a strong content marketer as a Communications & Marketing Coordinator to join our team of 75 full-time staff. As part of our fast-paced collaborative team, you will assist in developing, measuring, optimizing, and executing the district's marketing and promotions to support and expand all programs, services, and facilities.

The Hoffman Estates Park District is a proactive equal-opportunity employer.

Function

The Communications & Marketing Coordinator will assist in developing, measuring, optimizing, and executing the district's marketing and promotions to support and expand all programs, services, and facilities.

What We Offer:

A 30% remote work schedule will be considered after six months of employment, based on Supervisor approval.

Excellent benefits, such as health, vision, and dental insurance

IMRF pension

Complimentary program and facility usage

A collaborative environment with opportunities for growth

A role integral to the growth and success of Hoffman Estates Park District

A chance to creatively contribute to a diverse range of marketing and promotional activities

Supervision Received

The Communications & Marketing Coordinator functions under the direct supervision of the Superintendent of Communications & Marketing with additional supervision from the Administrative Team.

Major Responsibilities

Administrative Team Design: Creates the overall layout and graphic design elements in marketing and promotion campaigns to develop engaging and visually interesting content for digital, social, email, and print collateral.

Content Creation: Develops compelling and creative messaging, templates and campaigns that align with our goals and strengthen our brand identity to the community.

Email Campaigns: Crafts compelling subject lines, graphics, body text, and calls-to-action to drive open rates, click-through rates, and conversions. A/B test email content to optimize performance.

Social Media Campaigns: Creates engaging relevant content, foster community engagement, and track key performance metrics.

Digital and Print Campaigns: Generates content for digital platforms and print materials, ensuring effective communication across all channels.

Content Calendar Management: Develops and maintains calendars for integrated marketing campaigns.

Analytics and Reporting: Utilizes data to inform marketing decisions and optimize strategies.

Experience

A minimum of three years of demonstrated experience in content generation, with a focus on creating engaging and effective marketing materials. Candidates should be able to provide a portfolio showcasing a range of content creation skills, including professional or personal projects.

At least one year of experience using Adobe Creative Cloud (Illustrator, Premier Pro) or equivalent digital media editing tools a plus.

Education

High School diploma or G.E.D.

Bachelor's degree preferred.

Salary Range

Grade: 3 Non Exempt

Hiring Range: \$55,000 - \$65,000 (DOQ)

Application Process: (Until filled):

Please apply online at <https://hoffman-estates-park-district.breezy.hr/p/081385775c86-communications-marketing-coordinator>

You will be required to submit cover letter, resume, and portfolio of work as part of the application process.