



## **Marketing Specialist**

### Glenview Park District

**Contact Name:**

**Contact E-mail:** [anna.ables@glenviewparks.org](mailto:anna.ables@glenviewparks.org)

**Contact Phone:**

**Closing Date:**

**Salary:** \$32/hour and up, DOQ

**Description:**

**JOB OPPORTUNITY with the Glenview Park District:  
Marketing Specialist**

#### **JOB SUMMARY:**

As the Marketing Specialist, you will be responsible for coordinating marketing efforts for facilities of the Glenview Park District from concept stage through production, including managing all activities associated with the production of four seasonal guides (digital) and a printed camp guide. This role provides direction and oversight to the Creative Director, freelancers and vendors and participates in the overall planning and scheduling of marketing initiatives through bi-annual meetings and frequent communication with facilities. Specific duties include, but are not limited, to:

- Researching and writing marketing and promotional copy for all marketing materials including ads, brochures, fliers, and social media.
- Project managing all activities associated with production of seasonal guides and camp brochures, including:
  - Developing and monitoring brochure production schedule to assure that target dates are met
  - Tracking and following up on outstanding information needed from facilities
  - Working with accounting to ensure registration database reflects what is advertised in guides
  - Communicating and working with Creative Director to execute layout
  - Proofreading and editing copy
  - Maintaining accurate and up-to-date distribution mailing lists
  - Managing outside vendors including freelance designers, printers and mailing houses through production and distribution
  - Tracking, allocating, and assigning costs to appropriate facility and cost center
  - Serving as back-up for taking photographs

#### **QUALIFICATIONS:**

The successful candidate will have a bachelor's degree in Marketing, Communications, Public Relations or Journalism and at least 3 years of related work experience. Knowledge and skills with specialized software (Adobe Creative Suite, Canva, Excel), strong writing, proofreading and editing

skills, and excellent interpersonal skills are required. Park District experience is a plus.

**SCHEDULING, PAY & BENEFITS:**

This is a full-time, hourly position. Hours are generally Monday through Friday 8:30am – 5pm, plus additional evening and weekend work as required. Target hiring range is \$32/hour and up, dependent on qualifications.

In exchange for your time and talent, we offer a generous benefit package, including:

- Blue Cross Blue Shield PPO or HMO
- Express Scripts Prescription Coverage
- Delta Dental Coverage
- VSP Vision Coverage
- FSA Healthcare & Dependent Care Plans
- Life Insurance (basic & voluntary)
- IMRF Pension Plan and VAC
- Nationwide and ICMA 457 Plans
- Vacation Time, Sick Time, Personal Days
- Paid Holidays and Floating Holidays
- Park District Discounts and Benefits, including a **free fitness center membership, free summer camp for your dependent children, free outdoor pool admission**, and so much more!

**TO APPLY:**

Please visit [www.glenviewparks.org](http://www.glenviewparks.org) and click on “Jobs” in the upper right corner  
*If interested, please apply early. Recruiting and interviewing will begin immediately.*  
*The Glenview Park District is an Equal Opportunity Employer.*