



Marketing Specialist

Lisle Park District

Contact Name: Tiffany Kosartes

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Contact Phone:

Closing Date:

Salary: \$54,355 - \$66,434 DOQ

Description:

The Marketing Specialist creates high-quality print and digital promotional materials from conception through completion while achieving the District's communication and marketing objectives. Prioritizes and manages multiple projects in a timely manner, coordinating across various departments and within design specifications and budgetary guidelines. Performs duties in collaboration with other members of the marketing team to prepare promotional materials for the public and provide advertising support functions as needed

Major responsibilities include the following. Other responsibilities may be assigned.

1. Copywrite campaigns for marketing and advertising efforts to effectively communicate with customers across a variety of media channels
2. Create compelling digital marketing and advertising for all District facilities and services, such as display imagery, social media graphics, short-form video
3. Design print marketing and advertising materials in collaboration with other departments, including but not limited to flyers, booklets, postcards, and passes
4. Coordinate and produce digital program guides in collaboration with District administration and recreation department, maintaining content as updates are communicated
5. Produce responsive email marketing campaigns to reach targeted audiences, managing multiple subscriber lists within email marketing platform
6. Assist with developing social media marketing campaigns and communication for District, facilities, and programs, responding to patron comments and messages
7. Edit and add online facility, park, and event listings on search engines and local guides
8. Design annual District newsletter, including preparation of artwork for printer and oversight of the distribution and delivery process
9. Maintain District websites, ensuring content is up-to-date and user experience is effective, responsive, and functional
10. Conceptualize branding for new programs, events, and facilities as requested, while also enforcing the District's established style guide standards across all marketing materials, signage, stationary, promotional items, and apparel
11. Produce large format banners, decals, and signage for indoor and outdoor display at facilities and on vehicles, requesting print quotes from vendors and preparing artwork for projects unable to be produced in-house

12. Capture photos and video of programs, events, facilities, and parks for use in various print and digital media, editing imagery & video as necessary and maintaining photo library
13. Attend and assists with District special events as necessary
14. Maintain technical knowledge and stay informed of industry best practices through professional networking and educational workshops

Qualifications:

- **Education-** Requires expertise typically acquired through completion of a bachelor's degree in Marketing, Public Relations, Graphic Design, or a relevant area.
- **Experience-** A minimum of two years related work experience
- **Computer** – Proficient with keyboard/typing skills; proficient use of applicable software in Mac operating system: Microsoft Office Suite, including Outlook, Word, Excel; Adobe Creative Suite, including but not limited to, Photoshop, Illustrator, InDesign, Lightroom; Video production software, such as Adobe Premiere Pro or Rush; HTML editing software for website design and maintenance (examples include Dreamweaver or BBedit)
- **Digital Marketing Platforms** – Constant Contact for email marketing; Meta Business Suite, including Facebook & Instagram, X (formerly Twitter), and YouTube for social media marketing; Google Business Manager & Analytics; Publitas for online publication production
- Excellent verbal and written communication skills
- Ability to lift and carry objects up to 25 lbs. with or without assistance.
- Valid Illinois drivers license.

This position may require working beyond traditional hours, some evenings and weekends for special events and programs inside or outside, particularly in the summer and fall seasons.

Other equipment includes Duplo Production Machines that slit/cut/crease/perforate/fold and printers/copiers with booklet and envelope capabilities. Camera equipment includes Canon DSLR camera, and iPhone

NOTE: Applicants must include a link to their digital portfolio in their resume.

Benefits we offer:

Medical Coverage- PPO or HMO & Prescription Coverage

Dental Insurance

Vision Insurance

Life Insurance (basic & voluntary)

Short- and Long-Term Disability (IMRF)

Pension / Defined Benefit Plan (IMRF)

Flexible Spending Accounts

Paid Holidays, Personal Days, Vacation, Sick Time

Tuition Reimbursement

Professional Membership Dues

Park District Facility Discounts and Usage Benefits

Pay is based off previous experience.

Please apply at <https://www.lisleparkdistrict.org/jobs>