



Marketing Coordinator

Palatine Park District

Contact Name: Dayell Houzenga

Contact E-mail: dhouzenga@palatineparks.org

Contact Phone: 847-496-6262

Closing Date:

Salary: \$54,00-\$64,000 DOQ

Description:

Under the general direction of the Communications and Marketing Manager, the Marketing Coordinator is responsible for creating, implementing, and managing marketing campaigns that effectively communicate the Park District's brand message and drive engagement.

ESSENTIAL FUNCTIONS

1. Maintains a consistent brand message across all marketing outlets.
2. Develops and manage shareable content tailored for specific platforms to effectively communicate the Park District's brand, mission, and values, while maximizing the impact of marketing resources.
3. Establishes, manages, and grows the district's social media profiles and presence across platforms like Facebook, TikTok, LinkedIn, Instagram, and any other channels as directed.
4. Provides support for all digital marketing assets websites, mobile app, digital boards and TVs, and third-party resources as directed.
5. Leverages registration data and analytics for target marketing, to explore new promotion outlets.
6. Plans, develops, and executes the Park District's partnership and advertising program, collaborating with District staff to effectively integrate sponsors into events and programs.
7. Coordinates sponsorship needs for events, including signage, and other benefits, as directed, while also providing on-site sponsor management as needed.
8. Foster and maintain community relationships to promote Park District programs, services and collaborative projects.
9. Develops and expands the District's email list, creating engaging email communications through effective design, compelling calls-to-action, and relevant content.
10. Assists in the design and production of print and digital graphic design as needed.
11. Assists with photography and video coverage as part of the division rotation.
12. Perform any other similar or related Park District duties as required or assigned.

EDUCATION, EXPERIENCE, AND TRAINING

- Bachelor's Degree in Communications, Public Relations, Marketing, Business, or related field or equivalent experience required.

- Three to five years related experience and/or training preferred.
- Still photography and videography experience.
- Knowledge of Adobe InDesign preferred.
- Attain (within six (6) months of employment) and maintain valid Adult & Child CPR/AED certification.

REQUIRED KNOWLEDGE, ABILITIES AND SKILLS

- The ability to pass a background check within the Illinois Park District code requirements and pre-employment drug screen.
- Ability to work successfully in an internet environment.
- Strong organizational, analytical, problem-solving skills and attention to detail.
- Proficient with various computer software, i.e., Microsoft Office Suite, Adobe Creative Suite, and word press.
- Excellent verbal and written communication skills.
- Proficient in video editing software, i.e. Adobe Premiere, Capcut.
- Ability to travel to and from work and assignments as needed.
- Ability to operate related office equipment, such as computers, printers and copier.
- Ability to work independently and in a fast-paced environment.
- Ability to anticipate work needs and interact professionally with internal and external customer

To Apply visit out website: <https://www.palatineparks.org/employment-opportunities/>