



Marketing Manager

Northern Will County Special Recreation Association

Contact Name: Jill Mukushina
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Closing Date: 2024-11-21
Salary: \$58,656-\$87,000 DOQ

Description:

SUMMARY:

Under the direction of the Executive Director, responsible for the development, strategy and execution of the overall agency marketing efforts, including the yearly marketing plan, branding, outreach, all visual and print materials, website and social media for the special recreation association, which provides recreation programs and services for people with disabilities in Bolingbrook, Lockport, Plainfield and Romeoville. Assist with reports, analysis, fundraising, donations and grants. Responsible to plan and execute family, community wide, and agency programs and events. This is a full time exempt salary position. Weekly schedule is generally 40-45 hours, with evenings and weekends required.

ESSENTIAL JOB FUNCTIONS:

- Manages marketing from research, planning to execution and analysis, including yearly marketing plan and any public relations campaigns.
- Oversee graphic design materials and other visual media to ensure consistency and meeting of agency brand standards.
- Create, maintain visual and print material identity for use across multiple media platforms, including, website, print, social, signage and more.
- Manage website content and imagery, and agency's media (press releases, advertisements, etc.) and social media (Facebook, constant contact etc.)
- Manage purchases of marketing materials and services.
- Represent the agency at expos, community outreach, agency events and other venues.
- Oversee audio and visual, capturing photos of property, events, programs, creating promotional or recap videos including directing, filming and editing.
- Archiving agency media coverage, photos and videos.
- Data collection, analysis and reporting.
- Ability to develop and maintain working relationships with agencies, businesses, vendors and communities.
- Plan and execute, including registration software use, family, community wide and events for the agency to meet recreational and good will needs for current and emerging target populations.
- Create and assemble lesson plans including measurable and effective program goals and objectives, schedules, rosters and supplies. Evaluate assigned program on a year-round basis.

- Prepare reports as deemed necessary by the Executive Director.
- Complete budgets and monitor financial activities.
- Responsible for the purchase, inventory, care and maintenance of supplies and equipment.
- Recognize safety concerns and provide a safe environment for programs in accordance with the Northern Will County SRA risk management program.
- Foster an environment of positivity and teamwork with staff.
- Ability to solve problems comprehensively and effectively.
- Perform well under stressful or in unscripted situations.
- Ability to accommodate evening and weekend programs, presentations or meetings.
- Possess a valid Class "D" driver's license to drive personal and agency vehicles to/from designated programs and events, between program sites, and for general transport of participants, supplies and equipment.
- Perform work indoors and outdoors.
- Assist people in wheelchairs, including lifting and transferring and pushing people in wheelchairs.
- Support Northern Will County SRA fundraising efforts as assigned.
- Perform other duties as assigned.

POSITION QUALIFICATIONS:

- Bachelor's Degree from an accredited college or university based in communications, graphic design, public relations, marketing or closely related field preferred.
- Minimum of three years of progressive experience in graphic arts, marketing or related field preferred. Experience with special populations is preferred.
- Knowledge of a wide range of marketing techniques and concepts.
- Certification in First Aid, CPR, AED and CPI required, must obtain within 6 months of hire.

BENEFITS:

- Medical, prescription, dental and vision insurance
- Life insurance
- Paid holidays, vacation, sick and personal days
- IMRF pension plan

To Apply:

To submit your current resume and cover letter, for questions on this position and to request a copy of the full job description, contact Jill Mukushina at jmukushina@nwcsra.org or 815-552-9769.