



Marketing Specialist

Lemont Park District

Contact Name: Lisa Dian

Contact E-mail: Idian@lemontparks.org

Contact Phone: 630-257-6787

Closing Date:

Salary: \$21.00-\$28.00/hour

Description:

Job Title: Marketing Specialist

Department: Marketing

Reports to: Director of Marketing and Community Engagement

FLSA: Non-Exempt

Status: Full-Time Hourly

Salary Range: \$21.00-\$28.00

Job Summary:

The Marketing Specialist is essential in promoting the District's programs, facilities, and services by developing and executing strategic marketing initiatives and creative campaigns. This position focuses on enhancing brand awareness, driving community engagement, and increasing participation across all offerings. Leveraging expertise in marketing, design, and project management, the Marketing Specialist collaborates with various departments to align goals and deliver impactful communication strategies. This role requires innovation, attention to detail, and the ability to manage multiple projects in a dynamic, fast-paced environment.

Essential Job Functions and Responsibilities:

- Design and manage seasonal program guides, ensuring timely advertising and community notifications.
- Create, edit, and distribute flyers, posters, banners, and other promotional materials for events, programs, and maintenance updates.
- Coordinate with external vendors for printing production, ensuring adherence to quality and timelines.
- Assist with maintaining and updating the District website.
- Develop and implement strategic marketing, public relations, and membership sales plans to meet facility goals and long-term strategies.
- Plan and execute advertising and promotional campaigns through various channels, including print, electronic media, special events, and direct mail.
- Assist with fitness center member retention efforts and communication initiatives.

- Prepare monthly reports.
- Analyze and maintain annual marketing schedules to ensure efficient planning and execution.
- Prepare the annual marketing budget and make necessary revenue and expenditure adjustments throughout the year.
- Assist with district-wide text messaging programs.
- Organize district donations for fundraisers and maintain tracking records.
- Design and distribute seasonal postcards for pool passes, day camps, and other campaigns.
- Develop and coordinate promotional events, giveaways, and prize drawings.
- Ensure compliance with District policies and procedures while identifying opportunities for improvement or the development of new policies as needed.
- Perform other duties as assigned.

Job Qualifications:

- Bachelor's degree in communications, public relations, graphic design, marketing, or a related field preferred.
- Proficiency in Microsoft Office, Adobe Creative Suite, Constant Contact, website management software, and social media platforms.
- Minimum of 2 years of experience in project management.
- Excellent written and verbal communication skills.
- Strong organizational abilities with attention to detail.
- Proven ability to collaborate effectively with internal and external customers.
- Exceptional interpersonal skills to promote and maintain positive working relationships.
- Valid Illinois Driver's License.
- CPR/AED/First Aid certified within 90 days of hire.

Work Environment:

The physical demands of this position are minimal. Most of your job will be at a desk and takes place in a typical office environment. Perform hand and arm movements as when working on a computer keyboard or calculator. Reading handwritten information and writing legibly. Job may include walking, standing, lifting, twisting, bending, or squatting.

Benefits Offered: In exchange for your time and talent, we offer a generous benefit package.

- Medical & Prescription Coverage
- Dental & Vision Coverage
- Life Insurance (basic & voluntary)
- PATH Wellness Program
- EAP Employee Assistance Program
- Pension Defined Benefit Plan (IMRF)
- 457 Defined Contribution Plan
- Vacation and Sick Time
- Paid Holidays (as defined in our Policy Manual)
- Tuition Reimbursement
- Facility Discounts & Usage Benefits

Visit our website to apply:

<https://www.lemontparkdistrict.org/about/employment/>