



Marketing & Communications Coordinator

Westmont Park District

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Closing Date: 2025-05-22
Salary: \$45,000 - \$55,000

Description:

Join a Creative, Community-Focused Team!

We're looking for a passionate storyteller and digital whiz to join the Westmont Park District as our **Marketing & Communications Coordinator**. If you love creating eye-catching content, managing social media, being part of events, and bringing a community's voice to life this is your opportunity to shine!

Why You'll Love It Here:

- Full-time with IMRF pension
- Low-cost health, dental & vision insurance
- Paid holidays, PTO, sick time, vacation
- Free family fitness membership + program and golf discounts
- Chance to shape the voice of a park district serving 25,000 residents with 155 acres of parks, a 9-hole golf course, and 1,000+ programs each year
- You'll collaborate across all departments, create newsletters, build campaigns, manage websites, shoot videos, and more—all while making a real impact.

Most importantly:

The primary responsibility is to ensure that all persons have a safe and enjoyable experience while visiting or using the Westmont Park District's facilities.

Based in Westmont, IL – Office: 75 E. Richmond St., Westmont

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Develop the annual comprehensive marketing plans for all facilities and programs to enhance the agency's image, foster general awareness and support to increase program registration, and keep the public informed of Park District activities.
2. Coordinate program descriptions and schedules with all departments for the creation and timely completion of the District's Program Guide.
3. Design and coordinate the production of the Park District newsletter, press releases and reports for the general public.
4. Assist in maintaining all Park District websites, and digital event calendars using website

content management software (WordPress) and coordinate timely updates as required.

5. Monitor Google Analytics, and Google Search Console data to track website traffic, for increased website traffic and marketing /advertising opportunities.
6. Maintain and update the digital signage (TVs), display boards, park site display cases, park banners, and other display equipment throughout the Park District.
7. Capture digital video and pictures at events and programs to create promotional videos for digital use and presentations. Maintain digital files of the same.
8. Manage the District's social media accounts including Facebook. Create posts and respond to public inquiries under the guidance of the Executive Director and the District's social media policy.
9. Attend staff meetings to share and record critical information from all departments that would be useful in the preparation of promotional materials and for the public's knowledge.
10. Perform statistical analysis of marketing campaigns to evaluate return on investment.
11. Perform search engine optimization activities, and develop and manage search engine marketing campaigns (i.e., Google AdWords).
12. Provide administrative support to the Executive Director.
13. Communicate, market and promote special events, programs, facilities and other pertinent information to the public on behalf of the District.
14. Act as a liaison with the Village of Westmont, local service organizations and other community groups to assist in the promotion of special events and community activities.
15. Develop and submit announcements and promotional information to the Village Communications Director for advertising on the Village's electronic bulletin boards.
16. Must be able to communicate knowledge of all Park District programs and facilities.
17. Manage and record the District's "on hold" phone message and special event messages.
18. Assist with the solicitation and securing of advertisers for the seasonal program brochure.
19. Investigate, act upon and forward to appropriate staff all suggestions, requests and complaints from the public regarding park services and staff.
20. Manage the production of stationary (letterhead, envelopes, etc.) staff business cards and name tags.
21. Provide administrative assistance to Recreation Department staff as needed.
22. Assist customers, via phone and in person, with program registration, room and park rentals, utilizing the District's registration software, RecTrac.
23. Assist as day of support at District special events.
24. Perform any additional related tasks as needed.

*The Westmont Park District is an Equal Opportunity and Reasonable Accommodation Employer. This job description is intended to describe the general nature and level of the work being performed by the person in this position. Principal duties and responsibilities are intended to describe those functions that are essential to the performance of this job, and "other" duties and responsibilities include those that are considered incidental or secondary to the overall purpose of this job. All requirements are subject to possible modification in order to reasonably accommodate individuals with disabilities. *Full job description available on <https://www.westmontparks.org/about-us/employment/>*

How to apply:

INTERESTED AND QUALIFIED APPLICANTS MUST SUBMIT:

- Resume
- Cover letter
- Westmont Park District **online application**

To: Jobs@westmontparks.org

Applications will be accepted until 5/22/2025 9:00am, anticipated interviews will take place the near 6/2/25.