



## **Marketing Assistant/ Community Engagement**

### **Round Lake Area Park District**

**Contact Name:** Jennifer Ruehrdanz

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**Closing Date:**

**Salary:** \$20-24/ hour depending on experience

#### **Description:**

The Round Lake Area Park District is seeking a dynamic Marketing Assistant/Community Engagement professional to support the Park District's marketing, outreach, and community engagement efforts. This role will assist in promoting programs, events, and services while fostering relationships between the Park District and the diverse communities it serves. The ideal candidate will be fluent in both English and Spanish and have strong skills in social media, community relations and marketing.

#### **Essential Duties and Responsibilities:**

- Assist in the development and implementation of marketing strategies to increase awareness and participation in Park District programs and events.
- Create and manage content for social media. Assist with email campaigns, website updates, and printed materials.
- Collaborate with internal departments to develop promotional materials and outreach initiatives.
- Serve as a liaison between the Park District and local community organizations, schools, businesses, and residents.
- Coordinate and facilitate outreach efforts, including attending community meetings, events, and networking opportunities.
- Develop and maintain relationships with key community stakeholders to promote collaboration and partnerships.
- Provide support at community events, workshops, and public forums that align with the Park District's mission and strategic goals.
- Provide bilingual customer service and support to community members, ensuring inclusivity and accessibility in Park District programs.
- Translate marketing materials from English to Spanish.
- Assist in collecting and analyzing marketing and community feedback to assess needs and improve engagement strategies.
- Perform other duties as assigned by the Superintendent of Communications.

#### **Qualifications & Requirements:**

- Bachelor's degree in Marketing, Public Relations, Communications, Community Development, Parks and Recreation, or a related field preferred.
- Experience in community outreach, translation, marketing, digital marketing, content creation, and social media management.
- Fluency in both English and Spanish (written and verbal)
- Strong interpersonal and communication skills with the ability to engage and build relationships with diverse communities.
- Knowledge of community resources, local organizations, and best practices in public engagement.
- Proficiency in Microsoft Office Suite, Adobe Creative Suite, Canva and social media platforms.
- Ability to work flexible hours, including evenings and weekends, as needed for community events and outreach.
- Valid Illinois driver's license and reliable transportation.

#### Work Environment & Physical Demands:

- Work is performed in both office and outdoor settings, including community events and meetings.
- The role requires frequent standing, walking, and occasional lifting of materials up to 25 pounds.
- Ability to communicate effectively in person, over the phone, and in written correspondence.

Compensation \$20-\$24/ hour commensurate with experience

In exchange for your time and talent, we offer a comprehensive benefits package:

- Medical & Prescription Coverage
- Dental & Vision Coverage
- Life Insurance (basic & voluntary)
- Pension Defined Contribution Plan (IMRF)
- 457 Defined Contribution Plan
- Flexible Spending Account
- Paid Holidays & Vacation Time
- Professional development opportunities.

#### How to Apply

Send us:

- Your resume or our job application
- Use this link to apply: <https://roundlakeareaparkdistrict.bamboohr.com/careers/142>

Please upload your resume or upload a completed job application from our website.

Link to blank job application: <https://rlapd.org/upload/JobApplicationRev82023-fillable.pdf>

*Round Lake Area Park District is an Equal Opportunity Employer. Round Lake Area Park District ensures equal employment opportunities regardless of race, creed, gender, color, national origin, religion, age, sexual orientation or disability. Any individual needing assistance applying for any opening should contact the Department of Human Resources, Jennifer\_Bye@rlapd.org.*