



Digital Marketing Specialist

Bloomington Park District

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Closing Date:

Salary: \$47,882-\$54,220/year

Description:

MARKETING & COMMUNICATIONS DEPARTMENT

Digital Marketing Specialist, Full-Time

Job Description

Functions

Under the direction of the Director of Marketing & Communications, the Digital Marketing Specialist is responsible for a variety of duties including but not limited to design of marketing collateral for both digital and print promotional materials such as social media content, flyers, brochures, posters, e-blasts, logos, T-shirts, etc.; writing copy for a variety of promotions; capturing quality photography/video; and staffing marketing outreach opportunities at Park District events and in the community.

Immediate Supervisor

Responsible to the Director of Marketing & Communications.

Qualifications

Minimum two years' experience in social media content creation, graphic design, public relations, marketing and/or parks and recreation or related industry. Excellent writing and verbal communication skills are required along with a proficiency with computers, CapCut video editor, and graphic software including Constant Contact for e-blasts, Canva and Adobe products. The ability to follow timelines and manage material in an effective manner with multiple creative projects all at once is essential. The ideal candidate should be a team player, possess a positive attitude and be customer service oriented.

Duties and Responsibilities

Essential Functions:

- Design marketing materials and campaigns for social media.
- Create e-blasts in Constant Contact including a monthly newsletter.

- Provide visual updates (3-4 times per year) for the mobile app and registration website to provide a branded appearance across all Park District marketing platforms.
- Coordinate production of the 80-page seasonal program brochure (three per year).
- Decorate facility display cases.
- Edit photography and videoclips for multi-media presentations and social media.
- Create content and schedules for social media posts.
- Maintain files and records.
- Follow Bloomingdale Park District safety procedures.

Marginal Functions:

- Take photographs and video at special events, parks, and facilities throughout the park system and as needed.
- Assist in other areas as assigned by the Director of Marketing & Communications.
- Participate in marketing outreach opportunities.
- Procure giveaways.

Work Hours and Compensation

The full-time position of Digital Marketing Specialist is paid every two weeks at an agreed hourly wage. Occasional weekend work will apply as needed. The position is classified as a non-exempt hourly employee with IMRF-eligible status and will work 40 hours per week. The starting salary for this position is \$23.02-\$26.07/hour (or \$47,882-\$54,220/year), depending on experience. See a list of benefits here (<https://www.bloomingdaleparks.org/about-bpd/job-opportunities>).

Environmental Considerations

Performs most activities indoors. Indoor environmental conditions will include lighting and temperature.

Cognitive Considerations

Must be able to follow directions and perform work activities as assigned by the Director of Marketing & Communications. Must be able to communicate effectively, be organized and meet deadlines.

Psychological Considerations

Must have the ability to handle stressful situations and meet multiple deadlines. Must be organized.

Physiological Considerations

Must be able to sit at a keyboard for long periods of time at a desk or in front of a computer. Must be able to physically lift up to 20 lbs.