



Superintendent of Communications and Marketing

Cary Park District

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Closing Date:

Salary: \$83,200 - \$99,840 DOQ

Description:

Reports to the Deputy Director

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Established in 1971, the Cary Park District has grown to encompass 47 parks and open spaces, spanning 864 acres. The Park District has been recognized five times as a Distinguished Accredited Agency and 19 times for excellence in financial reporting.

At the Cary Park District, our mission is to provide exceptional recreation, parks, and open space opportunities that enhance the quality of life for our community. As part of our commitment to excellence, we are dedicated to fostering a welcoming and inclusive environment where residents can enjoy a wide range of recreational activities, both active and passive, in safe, well-maintained, and accessible spaces.

The Superintendent of Communications and Marketing is responsible for agency-wide marketing initiatives, public and employee communications, information distribution, and public relations efforts. The position manages print and digital communications - e-blasts, social media platforms, mobile app, press releases, brochures, and other related materials. The position is also responsible for designated elements of fundraising and revenue generation for the Park District.

Essential Duties

- Direct supervision of Marketing Coordinator (part-time) and Communications and Marketing Support Staff (seasonal).
- Coordinate and produce all phases of marketing and public information for the Park District, including brochures, fliers, newsletters, and other related materials.
- Develop and implement coordinated marketing plans for all areas of operation in the Park District.
- Develop and implement positive public image campaign plans and strategies for the Park District in the community, state and nation.
- Initiate and implement marketing, communications, public relations and fundraising contractual agreements per Park District policy and procedures.
- Develop and implement coordinated revenue development plans for Park District-wide advertising, sponsorship and donation opportunities.

- Develop and implement communications and marketing annual budget.
- Serve as Park District spokesperson as assigned.
- Evaluate community interests and assess needs; make recommendations and implement improvements in public relations, marketing and fundraising efforts.

Qualifications

This position requires a Bachelor's degree in Marketing, Communications, Public Relations, or a related field, along with a minimum of five years of relevant professional experience. Candidates should demonstrate proficiency in social media, mobile applications, email marketing tools, and content management systems as well as strong skills in computer graphic design for both print and digital media. Strong writing and photography abilities are essential, including experience operating a digital camera. Proficiency in WordPress and Adobe InDesign, along with working knowledge of Adobe Illustrator and Photoshop, is highly desirable. An Illinois Driver's License is required.

Work Schedule

This is a full-time, exempt position. The work schedule is typically 40 hours Monday through Friday on-site, with a flexible start time of 8:00 am to 9:00 am. Position is expected to attend board meetings and Park District programs and events. After an agreed upon time, the qualified candidate may work 1 day remotely.

Benefits

The employee's contribution for their Medical, Dental with Orthodontics, Hearing and Vision premiums is 12%. Eligible staff have a choice of an HMO or PPO Plan. Plan options range from single, employee + child, employee + spouse, employee + children, family and domestic partner.

- Choice of Allowance or Managed Vision Plan.
- Employer paid Group Term Life Insurance.
- Voluntary Additional Life Insurance
- Aflac supplemental insurance.
- Employee Assistance Program
- Employee Wellness Program

In addition to your competitive salary and low premium insurance packages, other full-time benefits include:

- Facility Benefits: Free use of the Fitness Center, Sunburst Bay Aquatic Center and Foxford Hills Golf Club.
- Program Benefits: Access to no cost or reduced cost Cary Park District programs.
- Flexibility: Work-life balance is a priority
- Illinois Municipal Retirement Fund (IMRF) Pension,
- Vacation, parental leave, PTO, paid holidays and safety days.
- 457(b) deferred compensation Retirement Plan (Nationwide)

To take advantage of this opportunity, please click [HERE](#) where you may submit your cover letter, resume and professional references. The Cary Park District is an Equal Opportunity Employer and Drug Free Workplace.