



Marketing Specialist

Bensenville Park District

Contact Name: Paul Palian

Contact E-mail: ppalian@bvilleparks.org

Contact Phone: 630-238-4930

Closing Date:

Salary: \$48,000.00-\$54,000.00

Description:

DESCRIPTION

Under the supervision of the Superintendent of Marketing and Communications, the Marketing Specialist is responsible for managing marketing programs for the Bensenville Park District, including Fischer Farm, Wood Street Fitness, and White Pines Golf Club. Duties include overseeing social media, website, digital advertising (including digital signage, banner ads, and other placements) and email programs in addition to traditional OOH advertising, including print, outdoor, and direct mail. This individual's main responsibility is marketing of Park District program and activities through on owned and paid media channels.

DUTIES AND ESSENTIAL JOB FUNCTIONS

- Conduct research to identify target audience and optimize marketing campaigns.
- Develop and implement strategies to increase brand awareness and engagement based on community insights.
- Conceptualize, plan, design, and execute marketing campaigns for programs, special events, and district projects.
- Manage annual marketing calendar.
- Oversee content creation for social media platforms, including text, photo/image and video posts.
- Monitor social media channels for trends, opportunities and customer inquiries.
- Update indoor and outdoor marquees and message boards at DGLC, White Pines and other locations as necessary.
- Collaborate with cross-functional teams to ensure brand consistency (brand, voice, and style) across all platforms.
- Analyze social media data and generate reports on key metrics.
- Stay up-to-date with the latest marketing and media trends and best practices.

QUALIFICATIONS

- Bachelor's degree in marketing, media/communications, graphic design, or closely related field is preferred.

- Minimum three years' experience in a marketing or graphic design field.
- Strong writing, grammar, and general computer skills are essential.
- Proficiency in Adobe Creative Suite (InDesign, Photoshop and Illustrator, Premiere Pro) and Microsoft Office required.
- Canva knowledge preferred.
- Photography/videography, animation, and editing skills preferred.
- Bilingual abilities are also a plus.
- A valid State of Illinois driver's license is required.

JOB STATUS	Full time
DEPARTMENT	Marketing & Communications
FSLA STATUS	Exempt
SALARY	\$48,000-54,000/annual

HOURS 40 hours per week minimum, including evenings and weekends as necessary for job performance