



## **Marketing Manager**

### **DeKalb Park District**

**Contact Name:** Jennifer Crouch

**Contact E-mail:** [jcrouch@dekalbparkdistrict.com](mailto:jcrouch@dekalbparkdistrict.com)

**Contact Phone:** 779-777-7283

**Closing Date:**

**Salary:** \$60,000-\$80,000

#### **Description:**

DeKalb Park District

Position Description

DEPARTMENT: Administration

TITLE: Marketing Manager

CLASSIFICATION: Full-Time, Exempt

**SUMMARY OF POSITION:** Responsible for the overall design, creation, and implementation of the District's strategic marketing initiatives and public communications that inform and engage the DeKalb community.

**SUPERVISION RECEIVED:** Reports to the Executive Director.

**SUPERVISION EXERCISED:** Community Outreach Coordinator and Seasonal Marketing intern(s).

**ESSENTIAL DUTIES AND RESPONSIBILITIES:** The duties and responsibilities listed below are illustrative only and are not meant to be a full and exhaustive listing of all the duties and responsibilities of this position.

1. Develops, implements, and manages the District's strategic marketing initiatives and activities.
2. Produces written copy for marketing/promotional materials and public communications including, but not limited to, press releases, local newspapers, broadcast, social media, brochure/flyer content and digital promotions.
3. Creates, maintains and strengthens the District's overall brand through promotions in all media avenues and acts as the District's designated marketing spokesperson.
4. Gathers and analyzes information to identify new market outlets and the efficacy of existing marketing campaigns and strategies.
5. Manages the Park District and Golf DeKalb websites by updating content to ensure information is consistent throughout web pages and correlates directly to the seasonal brochure, closures of facilities, cancelations, or modifications of programs and special events.

6. Develops new and innovative marketing promotions and campaigns that are relevant to the community and promotes engagement with our customers.
7. Designs and enforces graphic standards and consistency of all marketing materials throughout the District, including the design of the quarterly Program Guide.
8. Manages the Park District's and Golf DeKalb social media accounts. Works with staff to provide public information and promotion for the District's various facilities, events, capital improvement projects, campaigns, seasonal recreational opportunities, and parks. Implements strategies to grow followers, engage and retain them. Tracks the performance and community engagement of social media campaigns and analyzes success to improve campaign content.
9. Archives and organizes inventory of digital files, photographs, and videos.
10. Generates and promotes the District's sponsorship program and advertising program. This includes, but is not limited to, evaluating sponsorship needs, barter opportunities, and seeking sponsorships/advertisers, while maintaining District relationships with partnering businesses and organizations in cooperation with the Community Outreach Coordinator.
11. Develops and maintains effective professional working relationships with the District's staff and community organizations.
12. Actively seeks feedback from the public to ensure continuous improvement in the District's marketing efforts and objectives.
13. Tracks and analyzes marketing data to determine effectiveness of the District's marketing programs.
14. Assists in developing and promoting District-sponsored community special events and programs.
15. Manages workflow to ensure timely delivery of marketing materials and content.
16. Prepares, submits, and oversees a District-wide annual budget for marketing and public relations needs.
17. Incorporates the District's risk management policies and procedures in all work practices.
18. Regularly communicates with the Executive Director regarding all areas of responsibilities.
19. Other duties as assigned.

#### PERIPHERAL DUTIES:

1. Have a basic knowledge of all District programs, special events, and facilities.
2. Attend meetings and serve on District committees as necessary.

#### DESIRED MINIMUM QUALIFICATIONS:

##### 1. Education and Experience:

- A. A minimum of two (2) years of relevant experience.
- B. A Bachelor's degree in Marketing, Graphic Design, Public Relations, or Communications.
- C. Certified Park and Recreation Professional (CPRP) desired.

##### 2. Necessary Knowledge, Skills and Abilities:

- A. Ability to develop, implement and manage the District's social media strategy.
- B. Excellent customer service and oral/written communication skills. Strong writing and proofreading skills.
- C. A thorough knowledge of implementing a fiscal year budget and managing capital projects.
- D. Ability to work collaboratively with District staff and community organizations.
- E. Proven ability for successful promotion of events, sponsorships, and advertising recruitment.
- F. Detail oriented, organized, with ability to multi-task.
- G. Proficiency in Adobe Creative Suite/Cloud, Microsoft Office, Dropbox, Constant Contact, and website Content Management System.
- H. Knowledge of basic photography and videography skills.
- I. Ability to work independently while managing time and projects efficiently.

#### **SPECIAL REQUIREMENTS:**

1. Possession of a valid Illinois driver's license.
2. Must have or obtain certification in First Aid, CPR and AED.
3. Evenings, weekends, and holiday hours are frequently required.

#### **PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit and stand for an extended period of time. This individual is regularly required to speak, hear, walk, use fingers, hands, and arms; frequently required to kneel, twist, push/pull, bend, and couch; and occasionally lift up to 35 pounds. The employee is required to travel to and from park district facilities and other sites for events or meetings. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

#### **WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This job is performed in a professional office environment and routinely works near and uses standard office equipment such as computers, phones, photocopiers, copiers, and fax machines. The employee may also be required to attend special events that are outdoors and may be exposed to inclement weather conditions. The noise level in the work environment is minimal to moderate.

#### **SELECTION GUIDELINES:**

Formal application, rating of education and experience, oral interview and reference, background check, and job-related tests might be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.