



Superintendent of Marketing & Communications

Oak Brook Park District

Contact Name: Robert Pechous

Contact E-mail: rpechous@obparks.org

Contact Phone: 630-645-9570

Closing Date:

Salary: \$70,000-\$90,000

Description:

Full-Time, Exempt

Number of Openings: 1

Salary Range: \$76,000-\$90,000

Our CAPRA and Distinguished Agency-accredited, NRPA Gold Medal, and IPRA Champions for Change award-winning agency is seeking a dynamic and experienced professional to serve as the Superintendent of Marketing & Communications. This leadership position is responsible for managing the public relations, public information, and marketing plan/strategies for the Park District. The Superintendent of Marketing and Communications reports to the Director of Recreation and Communications. The Superintendent of Marketing and Communications works with Corporate & Community Relations, the Graphic Designer, and the Graphic Artist to create print and multimedia pieces and elements.

APPLY ONLINE!

ESSENTIAL JOB DUTIES:

- Communicate with the Executive Director and Director of Recreation and Communications regularly on all marketing and promotional Park District matters.
- Manage and supervise the positions of Full-Time Corporate and Community Relations, Graphic Designer, Information Technology Administrator, and Part-time Graphic Artist.
- Attend weekly department head meetings.
- Assist with the creation of corporate sponsorship materials and contracts.
- Create and order promotional giveaways.
- Create marketing and promotional presentations for the Oak Brook Park District.
- Work with the Oak Brook Park District staff to promote programs and events.
- Develop and maintain social media initiatives through content development and communication.

- Manage all public information efforts at the Park District:
 - Develop newsletters for facility and recreation departments.
 - Develop and issue press releases.
 - Manage "On-Hold" message program.
 - Establish and maintain relationships with other agencies.
 - Make presentations to Oak Brook residents and community groups.
 - Coordinate facility surveys and program evaluations.
 - Assist with website content creation.
- Manage all marketing efforts at the Park District:
 - Evaluate and manage a marketing plan that addresses internal and external factors.
 - Effectively manage the District's brand and any sub-brands of the organization.
 - Oversee the creation and production of promotional materials (e.g. signs, banners, park and facility signs).
 - Create promotional videos for use on website, on-site advertisements and commercials.
 - Collaborate and promote Lunch & Learns, Teambuilding events, STAR Party, and Summer Picnic for the District.
- Work with staff in the development of three seasonal brochures, camp guide, department brochures, program fliers, and promotional pieces for the facility and recreation departments.
- Develop written copy for information portions of the brochures and flyers.
- Develop and maintain media relations with local and regional television, radio, and newspaper agencies as well as manage photo and marketing sample library.
- Work with the Information Technology Administrator on network administration and to update and maintain the District website.
- Assist with preparing and monitoring the Marketing and Information Technology Budget.
- Accurately prepare purchase orders, check requests, requisitions, and other financial paperwork.
- Assist in Park District Special Events.
- Support the District's safety initiative, including adhering to policies and procedures, performing your job in a safe manner, attending required training, seeking additional training as needed, training and coaching your staff, promptly investigating and reporting accidents/incidents, and proactively addressing hazards in the workplace.
- Focus on welcoming diversity, encouraging inclusion, and creating equity for all.
- Perform any duties as assigned by the Director of Recreation and Communications and the Executive Director.

THE OAK BROOK PARK DISTRICT IS AN EQUAL OPPORTUNITY EMPLOYER. Employment with the Park District is governed on the basis of merit, competence and qualifications and will not be influenced in any manner by race, age, color, sex, religion, veteran status, national origin, sexual orientation, disability or any other legally protected status. Those applicants requiring reasonable accommodation to the application and/or interview process should notify our ADA coordinator at (630) 645-9527.

Bilingual Candidates Encouraged to Apply.

Benefits Include:

Medical, Dental, and Vision coverage
 Life Insurance (basic & voluntary additional coverage)
 IMRF Defined Benefit Pension
 Short- and Long-Term Disability (IMRF)
 457 Defined Contribution Plans
 Medical and Childcare Flexible Spending Accounts
 Paid Time Off (sick, vacation, and personal time)
 Paid Family Leave
 Tuition Reimbursement
 Park District Membership, Program, and Rental Discounts