



Marketing & Communications Manager

West Chicago Park District

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Closing Date:

Salary: \$58,000 - \$65,000

Description:

General Description:

Do you have a passion for marketing and communications and want to make a meaningful impact in a vibrant parks and recreation environment? If so, we're looking for you to lead the marketing and communications efforts for the West Chicago Park District!

You'll manage print and digital materials, website content, advertising, social media, sponsorship outreach, and community engagement, while also supervising a marketing specialist and managing the department's budget.

Under the direction of the Superintendent of Recreation, the Marketing & Communications Manager is responsible for planning, executing, and evaluating all marketing, communications, and public relations strategies for the West Chicago Park District. This role ensures consistent branding across all media, supports community engagement efforts, and secures sponsorships to enhance programs and events. Oversees the marketing budget and supervise the part-time Marketing Specialist, with the potential for this role to expand to a full-time position in the future.

Education:

- Associates degree required; Bachelor's degree preferred in Communications, Marketing, Journalism, Public Relations, or related field.
- Minimum five (5) years of combined education and experience.
- Candidate must be CPR, AED, and First Aid certified within six (6) months of hire.

Experience:

- Must be proficient in Adobe, Creative Cloud (Illustrator, InDesign, Photoshop, Premiere Pro), website management, analytics, SEO, and digital advertising platforms.
- Basic knowledge of photography, video editing equipment, software, and trends.
- Experience in brand management on social media platforms.
- Ability to work independently and as a team with minimal supervision.
- Supervisory experience is preferred.

Required Certification and Skills:

- Knowledge, creativity, skill in problem-solving, and interpersonal skills.
- Excellent oral and written communication skills, and the ability to read, write, and speak in English. Bilingual (English/Spanish) preferred.
- A valid IL driver's license and have access to reliable transportation to attend offsite special events, programs, and public relations initiatives.

Essential Duties & Responsibilities:

- Provide a safe and welcoming environment for participants, staff, and volunteers by adhering to all West Chicago Park District policies and procedures.
- Recruit, hire, train, supervise, evaluate, schedule, supervise Part Time Marketing Specialist and discipline and/or terminate when needed.
- Provide quality customer service to other staff, volunteers, and the public.
- Attends seminars, meetings, and conferences to enhance job knowledge.
- Exhibits understanding and tact when dealing with internal and external patrons' needs and expectations.
- Represents the West Chicago Park District in a professional manner.
- Prepare reports for staff and Board in different communication forms including, but not limited to verbal, written, statistical, and financial.
- Demonstrate, lead, support, implement and complete personal, department, and district strategic plan and goals.
- Responsible for reviewing and approving employees' timecards, and paid time-off on the Park District systems.
- Works with appropriate staff to develop, prepare, maintain, and assist with emergency operation procedures and evacuation plans prior to and during an event.
- Ability to exhibit independent decision making skills, problem-solving skills, safety awareness and judgment.
- Develop, implement, monitor, and evaluate comprehensive marketing plans for facilities, programs, and events.
- Plan, create, and manage the production and distribution of program guides, promotional materials, advertising, and digital media content.
- Ensure all promotional materials, signage, and online content (e.g. flyers, poster, social media event pages) reflect current offerings.
- Regularly remove outdated flyers from facilities and parks, cancel or update events on platforms such as Facebook if programs are no longer running, and coordinate with staff to keep all communications accurate.
- Develop and manage sponsorship and partnership opportunities, including securing sponsorships through the Annual Appeal process and coordinating business advertisements.
- Oversee the creative direction and brand consistency across all District communications.
- Coordinate the bidding process, design, printing, contracting, and distribution of vendors for program guides and marketing materials.
- Capture and manage photographic and video content from District programs and events, maintaining programs and updating photo and video library.
- Represent the Park District at Community events and partner events.
- Seek sponsorships and place advertisements to help offset direct cost of community events.
- Create and maintain good relationships with the media outlets, public and community organizations, while maintaining a cooperative working relationship with inter and intra department personnel.
- Assist staff in the creation and improvement of forms and materials to update and standardize processes for staff.
- Manage and assign tasks to the Marketing Specialist and ensure timely completion of projects.
- Respond to website inquiries, Google reviews, and social media requests in a timely and

professional manner.

- Procure and manage promotional giveaways items for the District.
- Complete special projects and assignments as required by Superintendent of Recreation.

Secondary Duties and Responsibilities:

- Support, promote and make recommendations for the enhancement of special events.
- Be available to work nights and weekends when requested.
- Participate in community events as sponsored by the West Chicago Park District and local agencies.
- If able, assist with the translation of internal documents for patrons and provide bilingual support?
- Assist the designated spokesperson with responsibilities during/after a crisis.
- Report, document, and present marketing activities during recreation or departmental meetings as requested.
- Ordering office supplies as necessary to ensure efficient daily operations.

Psychological Considerations:

- Able to work independently in a day-to-day operation with general direction from the Superintendent of Recreation.
- Ability to work with the public, fellow employees, vendors, suppliers, community groups, and other units of government.
- Ability to maintain self-control and composure in difficult or emergency situations.
- Ability to be flexible and adaptable to new situations.
- Ability to delegate work, where appropriate, to accomplish work most effectively.
- Demonstrate leadership qualities to perform required work.
- Work in a team atmosphere.
- Recognize priorities, multi-task and meet deadlines.
- Ability to receive constructive criticism and/or supervision.
- Ability to perform effectively in a stressful environment with the possibility of performing CPR and first aid.
- Demonstrates enthusiasm, and drive with a desire to accomplish Park District and Department goals and objectives.

Physical Considerations:

- Ability to lift and carry up to 20 pounds.
- Employee might work both inside and outside during various environmental conditions such as, but not limited to rain, mud, humidity, extremely hot and cold temperatures, exposed to just, fumes, dirt, insect bites and high noise levels.
- Ability to frequently sit or stand for several hours at a time, type on a computer for several hours at a time.
- Operate standard office equipment, including but not limited to computers, copiers, postage machines, tablets, cameras, and printers.

Benefits:

- Park District Fitness Center
- Turtle Splash during season
- Fun working environment
- Flexible work schedule
- Generous benefits package includes health (medical, dental, vision and life insurance), participate in IMRF pension plan, holiday pay, and paid time off.

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, and effects of working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job when circumstances change: e.g., emergencies, rush jobs, changes in personnel, workload, technological development, etc.

Interested candidates should submit a cover letter, resume, and references to West Chicago Park District. To apply, please print a job application from our website: www.we-goparks.org and email bnelson@we-goparks.org. Applications will be accepted until the position is filled.

The West Chicago Park District is an Equal Opportunity Employer